

OLD ISLAND DAYS ART FESTIVAL PROSPECTUS

February 22 & 23, 2020

The Old Island Days Art Festival is sponsored by the Key West Art Center a nonprofit community art center and is in its 55th year. The show has grown from a local to national juried show and attracts over 25,000 visitors in the two-day event including locals, winter residents and tourists. Proceeds from the show help support the programs of the Art Center as well as maintain the historic building that houses their gallery at 301 Front Street, in historic Old Town Key West. The show accepts approximately 100 exhibitors.

LOCATION

The Show is set one block off famous Duval Street in Old Town Key West. Booths line Whitehead St. and onto Caroline Street, through the historic Presidential Gates into a beautiful tree lined street in a private community know as Truman Annex. The Key West Art Center is located one block from the show at 301 Front St., Key West, FL.

IMPORTANT DATES

October 1, 2019 – Application Deadline

November 1, 2019 – Notifications emailed on before this date

February 21, 2020 – day before show check-in (3-6pm at The Key West Art Center)

February 22-23, 2020 Old Island Days Art Festival

FEES

Application Fee: \$35

10 x 10 = \$235

10 x 10 corner = \$310

10 x 15 = \$355 (limited)

10 x 15 corner = \$430 (very limited, email director before selecting)

APPLICATION PROCESS

All applicants must apply online via EntryThingy. Application link is on KeyWestArtCenter.com. You must upload 3 images of your work and 1 image of your booth display. Images must be a minimum of 900 pixels wide and maximum of 1920 pixels on the longest side and no larger than 5 MB. JPEG, PNG, GIF and PDF files accepted.

PARKING: Free in nearby lot. Reduced parking rates available nearby.

SECURITY/INSURANCE: Police are on duty 24 hours during the show, set-up and tear down. The Key West Craft Show is not responsible for exhibitors' work or displays and cannot accept responsibility for theft or damage due to weather, foul play or any other type of damage. It is your responsibility to secure your work.

REFUNDS: The KWCS Committee is not required to make refunds. Cancellation deadline is December 15, 2019.

WEATHER: This is a rain or shine event. In the event of severe weather, the Show Director and Staff will make the decision to close the event early or postpone the start. No refunds will be given for a truncated or cancelled show due to weather.

DURING THE SHOW: It is your responsibility to bring everything you need to secure your booth, set-up your booth/display and maintain your booth during the event. Strunk Ace Hardware is located at 1101 Eaton Street for any last-minute items you may need.

IMPORTANT CATEGORY INFORMATION

Jewelry - Jewelry artists who will be accepted in this category will be jewelers, metalsmiths and those who fabricate and use their handmade components for their work. Designers and artists who use a majority of purchased and mass-produced beads and findings will not be accepted. Please check with the director if you have questions about your work. To sell jewelry in your booth you must have juried in jewelry category.

Clay/Glass/Wood

Applications in these mediums will be accepted if the committee determines the work to be considered "fine craft or art." Functional items will now be considered appropriate, if the work is in the fine craft category. Again, please contact director with specific questions.

Reproductions/Originals

It is the intent of the committee to showcase original artwork. Artists are to display over 50% of their work in original art. Work hung on walls should reflect this or a higher percentage of original work. Retouched giclée's are not considered original art. All framed reproductions should be labeled as such. Greeting cards and small "bread & butter" type items must be displayed in the rear of your booth, not in a prominent display towards the front.

SHOW RULES

Please read and understand all show rules when applying to the show. All participants will be expected to comply with all rules. Please ask for clarification if needed.

- Exhibiting artists must show ID at check in and be present for the entire show.
- **No buy/sell**, items unlike those juried or artist reps are not allowed. Work must be produced by the exhibitor. This rule will be strictly enforced. Anyone not in compliance will be asked to leave the show. NO dealers, stores or agents may participate.
- Participants must be checked in by 8 AM on Saturday, February 22, 2020 or may be considered a no-show and space may be reassigned. **First time participants are strongly encouraged to register on Friday to receive instructions.**
- Set up is at 6:00 AM for Whitehead Street booths and 7:00 AM for Caroline Street booths. In order to be in compliance with city permits, no vehicles or unloading is permitted on the street or sidewalks prior to that time. Compliance to this rule is critical and exhibitors who do not comply may be asked to leave or not be invited to return
- Vehicles (except outsized) will be permitted to drive to their booth space and unload. You must park with the direction of traffic. Once unloaded the vehicle is to be removed to parking area immediately. Please be considerate of others as this is a tight area. Use common sense and be mindful of those around you. Traffic must maintain one-way direction and follow all show personnel's instructions, especially for the Caroline Street/Truman Annex booths. Specific instructions will be given at check in for those booths.

- Vehicles must be off the street by 9 AM each morning. The show hours are 10am to 5pm each day. Booths may not be disassembled prior to 5 PM each day. Breaking down before 5pm on Sunday without Director's approval will result in not being invited back the following year. The Police officer on duty and show director will determine when it is safe to bring vehicles onto the street at end of each day due to pedestrian traffic. No vehicle may enter the street before it is deemed safe. At the end of day on Sunday, you must have your booth completely broken down before bringing your vehicle on the street to load. Artists may not block other traffic to load.
- **PETS:** Key West is a pet-friendly town and we understand that many artists travel with their pets. Small, well-behaved pets (less than 25lbs.) will be permitted inside your booth during the show. However, if there are complaints about your pet, or we deem your pet to be a nuisance or safety concern for others, you will be asked to remove your pet from the show.
- Exhibitor space is 10'x10' for \$235 and limited 10 x 15 for \$355. **All work must be displayed within the assigned space and must not impact neighbors' space.** If you pay for a 10 x 10 corner or 10 x 15 corner, your work must be contained within the 10x10 or 10 x 15 space, respectively. The committee strives to give additional room as possible but cannot guarantee it. Natural corners are very limited, so we try to create corners by allowing for extra space in between certain booths. A white tent or canopy is required, unless prior approval by director, and must fit into the 10'x10' area. Not all spaces have back storage. If a space has back storage, your storage area must not exceed 2 feet deep. Occasionally, spaces are wider than others and exhibitors are expected to equally share the additional space between canopies and keep a neat professional looking display and storage area.
- A limited number of corner spaces are available and cannot be guaranteed. If you have paid for a corner space and do not receive it, you will be refunded \$75.
- **10x15 corner spaces are very limited and will be available by specific request only — email the director at KWArtShow@gmail.com.**
- Cancellations after December 15, 2019 will be reviewed by the committee for refund. A minimum of \$50 for admin fee may be retained.
- Other specific procedures will be outlined in acceptance documents.

Please contact the Show Director with any questions.

Grace Epperly – Show Director

KWArtShow@gmail.com