

Art in the Arena Frisco 2024 - Presented by the Visual Arts Guild of Frisco

Location: Comerica Center 2601 Avenue of the Stars, Frisco, TX 75034

REQUIREMENTS: Artists

Images: up to 3 (a booth shot if you have one, one image of your general work, and one optional image if choose to participate in the juried pop-up art gallery submission below)

Fees: No application fee

Booth Fee: First 60 artists to sign up will be assigned a 10x10 booth. (Tents are not required but allowed without canopy top) Two chairs are provided, you may bring up to four 4' – 6'; tables or rent from VAGF for \$20 each up to two first come, first served.

1. **VAGF Member Booth fee: \$330**
 - a. (become a member here: <https://vagf.networkforgood.com/projects/94202-membership>)
2. **General Booth fee: \$430**
3. **Electricity: \$50 (limited to first 15 requests and must bring / use only 1 power strip and extension cord)**
4. **Early Bird special: 10% off the first 10 days of open call for artists (deadline April 16, 2024)**
CODE: AAEB10

Juried Art Submission Fee: \$15 (for juried pop-up art gallery wall, optional):

- Submit one piece of artwork that you wish to be online scored into a cash prize gallery wall that will be juried in person for awards. Non-refundable fee.
- Due to space limitations, art pieces cannot exceed 24 inches in width and 24 inches in height either (including the frame).
- All artworks should be ready-to-hang with wire taut at the upper fourth of the frame. Saw hook hanging will not be accepted. All works on 1/2" - 1" canvases should be framed. All the works on 1 1/2" to 2" canvases need to have neatly painted edges if not framed.
- VAGF will handle all sales from the juried pop-up art gallery and retain a 20% commission on all sales from this curated exhibit. All artworks must be for sale at no less than \$100.

Dates & Deadlines

- **Early Bird Pricing 10% off for the first 10 days of open call** – ends April 26, 2024
- **Booth Registration Deadline: July 16, 2024**
- **Event Load-in 9am – 5pm: August 16, 2024**
- **Event dates and times:**
 - August 16: 6pm-9pm**
 - August 17: 10am – 7pm**
 - August 18: 10am – 5pm**
- **Event Load out 6pm – 11pm August 18**

EVENT INFORMATION

The inaugural Art in the Arena Frisco is the first of its kind indoor fine art festival in North Texas located in Frisco, Texas, just 20 miles from the Dallas – Fort Worth International Airport, where artists exhibit their work inside the Comerica Center / NHL Dallas Stars / Frisco Flyers Football / Texas Legends Basketball sports arena. Patrons will enjoy free entry and complimentary covered parking (as space permits). Sponsored in part by the Dallas Stars and made possible in part by a grant from the Frisco Arts Foundation, the Art in the Arena Frisco 2024 Festival is a showcase for a large variety of fine art from local artists (but is open to all levels and regions of visual artists, no craft art) and provides our patrons with the opportunity to meet and talk with the artist who created the work. Concession stand food, Live music brought to you by Melody of Hope on the main stage throughout the event, art activities at the children's concourse corner, and juried art exhibition with award reception round out this perfect August weekend in the air-conditioned arena!

GENERAL INFORMATION

FESTIVAL DATE/TIME:

Friday, August 16, 6pm – 9pm (VIP Donation of \$50 required by patrons, fee covered for artist booth vendor)

Saturday, August 17, 10am – 7pm (Free Public Access)

Sunday, August 18, 10am – 5pm (Free Public Access)

JURY AND SELECTION PROCESS:

The first 60 artists who register for a booth will exhibit at the Art in the Arena Frisco 2024 and if a booth artist also wishes to submit one piece of artwork for the art pop-up gallery juried exhibition, those images will require an upload and additional fee of \$15. The booth slots will be placed by VAGF board members with limited electricity port spaces available first-come, first-served for \$50 additional add-on fee. The VAGF Board of Directors has the right to decline any artwork or booth not fit for public consumption.

BOOTH FEES DUE at time of submission: Deadline: July 16, 2023 - All payments must be paid through Eventeny.

- \$330 Single Booth VAGF Member after early bird special.
- \$430 Single Booth Non-Member after early bird special.

ELECTRICITY FEE: \$50

Electricity is limited and on a first-come, first-served basis and must be paid with booth fee by selection of the appropriate add-on button.

CANCELLATION DEADLINE: June 1, 2024

Artists who decide not to participate after registering may receive a partial (40%) refund of the booth space, if the request is made by email to finance@vagf.org on or before June 1, 2024. No refunds after June 1, 2024.

CATEGORIES of art acceptable for booth display:

- **Digital Art:** Includes any original work for which the original image, or the manipulation of other source material, was executed by the artist using a computer. Work in this category must be in limited editions, signed and numbered on archival quality materials.
- **Drawing/Pastels:** Works created using dry media including chalk, charcoal, pastels, pencil, wax crayon, etc. or from the fluid medium of inks and washes applied by pen or brush.
- **Fiber Art:** All work crafted from fibers including weaving, leatherwork, tapestry, and papermaking. This can be wearable or non-wearable. No machine tooling, machine-screened patterns or other forms of mass production are permitted.
- **Glass:** No forms of mass production are permitted
- **Metal:** Includes all non-sculptural, non-jewelry works crafted from metals. No production studio work is allowed.
- **2D Mixed Media:** Works that incorporate more than one type of physical material in their production. Works should include more than one of the following: Paint, pencil, watercolor, photography, printmaking, or drawing.
- **Painting - Oil/Acrylic:** Works created in oil or acrylic.
- **Painting – Watercolor - Inks:** Work created in watercolor or inks.
- **Photography:** Photographic prints made from the artist's original image. Photographers are required to disclose both their creative and printing processes (film or digital) on prints (preferably properly signed).
- **Printmaking/Graphics:** Printed works for which the artist's hand manipulated the plates, stones, or screens and which have been properly signed (and numbered if limited edition). Printmakers are encouraged to do their own printing which has been processed by the artist, or under his/her direct supervision. Printmakers are required to disclose both their creative and printmaking processes.
- **Sculpture:** Three-dimensional works done in any medium.
- **Wood:** Original works in wood that are hand-tooled, machine-worked, turned, or carved.

ARTIST AMENITIES

- Indoor facility with free covered parking and many loads in and out points of entry.
- Boy Scout Troop and other volunteers to help Artist Set-up and Take-down.
- Artist Friday Night Meet and Greet, VIP night / Exclusive donation entry requirement, art awards reception.
- Festival Booth QR code floor map with artists names and booth locations.
- ATM's located on festival site.
- Short-term Booth Sitting - contact by cell phone for your convenience.
- 24 Hour Security
- Partner Hotel with Room Blocks / Discounted Rates
- Free Admission and Free Covered Parking

RULES/REGULATIONS

ARTIST ELIGIBILITY

All work exhibited must be original art produced by the exhibiting artist(s). Work done by a production studio, in classes or workshops, "Buy-Sell" and/or imports, work from kits, commercial designs, and derivative work is prohibited. No machine tooling, machine-screened patterns or other forms of mass production are permitted on all work crafted from fibers, leatherwork, tapestry, and papermaking. Festival management reserves the right to refuse exhibition of work that is not consistent with Festival rules. If an artist is removed from the show for noncompliance of the rules, no booth fee refund or compensation will be made.

Original art must occupy more than 75% of the applicant's booth space. Postcards, t-shirts, books, note cards, posters, or any other offset reproductions are permitted.

Visual Arts Guild of Frisco, Art in the Arena Frisco will have the right to identify Artist as a participating Artist and use Artist's name and trademarks to so identify Artist in advertising and promoting the Art in the Arena Frisco Art Festival.

ARTIST PAYMENT

Artist participation will not be confirmed until full payment is received and all payments will be made on Eventeny.com <https://www.eventeny.com/events/artinthearenafrisco-11485/> and are due at the time of registration online.

BOOTH ASSIGNMENTS

Booth assignments are made after receipt of payment. The booth spaces and location are assigned by VAGF Board of Directors (event team). No booth assignments changes will be honored on-site.

BOOTH SPACE

Booth spaces are 10' x 10'. All artists must be present on-site during the entire festival. No spouses or other representatives will be permitted in place of the artist except for occasional breaks. No consideration is given if the request is made at the time of set-up or during the show. The booth and display must remain intact during all hours of the show. All hanging work must be suitably framed or professionally finished. Prints must be appropriately matted and must be displayed in a suitable portfolio or stand. Please bring your own display system. A tent is not required since we are an indoor venue. However, you may hang artwork in the tent frame without the canopy. Artists may use any portable art walls, ledges, tables, easels, or shelves that fit inside their assigned 10'x10' booth space.

JURIED ART POP-UP GALLERY

If an exhibiting artist wishes to enter the juried art gallery, select the Add-on option "**Jury Entry**" upload up to one artwork for consideration for a submission fee of \$15. All booth and jury fees are non-refundable; however, extra table and chair Add-ons may be refundable only if notified no less than 72 hours prior to event set up date of August 16, 2024

TENT

Artists are not permitted to use the canopy of a tent or pop-up tent, only the frame (if using for display). Ensure stability of tent and / or all set-ups

ELECTRICITY

Electricity requirements must be requested and paid for prior to the festival online at the time of registration as an Add-on, first come – first serve basis. Artist will be responsible for any damages to the Comerica Center. Generators are prohibited. Only one indoor-rated extension cord permitted per booth that artist must provide and pay in advance for electricity (\$50 Add-on).

SALES AND SALES TAX

Artist is responsible for collecting and safekeeping its money and property and the festival assumes no responsibility for lost or stolen money. Festival will not provide change for Artist. The artist is responsible for collecting and reporting all taxes for sales made during the festival and reporting them as being sold in Frisco, TX. The state sales tax rate is 8.25%. For more information on filing call 1-800-252-5555 or visit www.window.state.tx.us.

INSURANCE

Artists are responsible for proper insurance and protection of work during Festival hours and set-up. The Comerica Center, its owners, and operators nor the VAGF will not be responsible for damage to work or set-up for any reason. All artists are encouraged to maintain insurance.

SECURITY

There will be security presence throughout all three days of the festival. Merchandise may be left overnight at the Artist's risk and responsibility. Festival will provide after-hours security for the festival area only.

CHECK-IN

A picture ID is required at artist check-in by all participating artists, including partners. Artists may NOT set up until they have provided proof of their presence at the check-in location. Artist must wear Art in the Arena identification badge at all times throughout the show and may not load-in without it.

LOAD-IN

Friday – 9am – 5pm

Each Artist will unload at the entrance easiest for them. The back loading dock is the largest door (sized for a Zamboni to enter with rollup garage doors) and is at booth floor level. No vehicles are allowed to park on the grass or park on the sidewalks. Unloading is done from the curb; a dolly is highly recommended. A Boy Scout Troop and VAGF volunteers will be available to Artists for load in assistance. To schedule assistance in advance or if you would like more information regarding assistance, please email finance@vagf.org.

LOAD-OUT

No early breakdown is allowed; Festival officially closes Sunday at 5 pm. Artist vehicles are not allowed on site until the street is opened and Artist have obtained a load-out pass. Passes are issued by the Boy Scouts once the Artist booth area is completely broken down and packed up. Multiple doors are available for ease and swiftness of load out.

ARTIST PARKING

Artist parking is located in attached garage, and all around the arena including across the streets and around the baseball park on all days. Artists can NOT park on any residential or adjacent streets with reserved parking signs. Artist vehicles could be ticketed or towed at Artist expense. RVs or unhitched trailers of any kind are ONLY allowed to park in the festival Artist designated parking lot and must be reserved in advance with an email to finance@vagf.org and include a photo and description along with license plate information.

BOOTH INFORMATION

CHECK-IN:

- Check-in will be on Friday from 9am - 4pm (**for large vehicles over 40' long or extra wide box trucks, please email finance@vagf.org to schedule or coordinate**). Artists booths must be fully set up no later than 5pm.
- You have 30 minutes to unload your vehicle. You then need to move your vehicle to the parking garage or other area and set-up at your booth space by 5pm.
- The booth spaces and location are assigned by VAGF Board of Directors. Emails of booth assignments will be emailed out no later than July 21, 2024.
- A Photo ID is required at the time of check-in.
- Art in the Arena name tags / badges must be worn at all times.

BOOTH INFORMATION:

Artists are provided with a 10' x 10' space, depending on the location of booth. The booth and display must be constructed to withstand learning, art displays, normal festival traffic. Exhibitors will be held liable for any damage made by their tents. Each exhibitor is responsible for his/her own display in case of damage or loss. No canopy's or tent covers are allowed.

PARKING:

Parking is free. You may park anywhere near the festival grounds that is not marked reserved, handicapped (unless registered as with plates or placard).

View Legal Agreements – Registration and payment for the Art in the Arena Frisco art festival is confirmation and acceptance to the rules, regulations, and legal agreements attached or sent via email. Also available by emailing finance@vagf.org.

LIABILITY:

Visual Arts Guild of Frisco (VAGF) is not responsible for any damage, breakage, replacement, or cost associated with any damage or breakage that may have occurred during transport or unpacking. Photos of damages upon receipt will be promptly sent to artists. Every precaution will be taken in handling the entries, but VAGF assumes no liability for any loss or damage to any artist's work while in our care, custody, or control, before, during or after the exhibition. Each artist, if they wish, should provide their own insurance.

USE OF IMAGES:

Any image submitted may be used for marketing and promotional purposes directly related to this show or future shows without further remuneration to the artist. This use may include publication in any publications, printed materials, advertisements, or electronic media. Copyright and all other rights remain that of the artist. Photographers and the general public may take photos and videos of artists, artwork, vendors, and festival attendees (the general public) without signed consent due to public event space open to the general public.