

ART AT THE MATADOR - A Living Gallery - May 10 & 11, 2019

Friday May 10, "Gala Reception" – 4 PM-9PM
Saturday May 11, "Art, Dance & Music Fest" – 10 AM-5 PM

Prospectus

Now in its ninth year, ChiVAA's "Art at the Matador" event at the historic Matador Motel (9th Avenue and The Esplanade) continues to raise the profile of Chico's visual arts community. This two-day, one-stop Art Expo has three aims: to give local artists a space of their own from which to share their visions; to educate the public about the variety and value of art in Chico; and to encourage an appreciation of the Chico *vecino* neighborhood – past and present. Last year, over 2,000 people attended the event.

We at ChiVAA are garnering support from Chico businesses as well as promoting our participating artists in print, on the air, and through social media. Our goal is to attract both Chicoans and out-of-town visitors. Participating artists will have their own 'living galleries' for a weekend in which to meet the public, market their wares, and be inspired by each other.

Submission Requirements

The Art at the Matador committee will review your application, with its accompanying images and descriptions, to ensure that your art meets exhibition-quality standards. Please see the checklist on page 2.

Participation Requirements.

You must be present to interact with the public during event hours and may only show your own art. If you share a room or booth with other artists, each of you must submit an application (with images and descriptions) for approval.

No imports or resale items are allowed.

CA Resale License/Seller's Permit.

All participants must have a valid CA Resale License/Seller's Permit or team up with a participant who has one. ***To obtain a CA Resale # contact the California State Board of Equalization at 800.400.7115 or visit their website at www.boe.ca.gov.***

The event will take place rain or shine with no refunds or alternate dates in the event of a natural disaster.

ROOM RATES: (14 total)

\$160 for ChiVAA Members or \$190 for non-members for 2 days.

Room dimensions are about 12x16 feet. Ceilings are 8 feet. No art may be hung on the walls of the rooms. Do not use nails or other potentially damaging elements on them, otherwise you will be responsible for repairs. Call us if you have questions.

If the limited number of rooms sells out, a waiting list will be created. There are ample booth spaces in the Matador's courtyard.

OUTDOOR BOOTH SPACE RATES

\$120.00 for ChiVAA members or \$150 for non-Members for 2 days.

Booth spaces are 10 feet square. You provide your own tent.

PAYMENT SCHEDULE

Prospectus, general information and formal registration call goes out to artists and the general public with the

publication of this prospectus. A 50% deposit is required to reserve your space, whether booth space or room. Registration begins immediately for booth space.

Reservations for rooms will open on February 21st at 12 Noon. No application for rooms will be accepted until then. Payment must be made online and registration documents must be sent by email. Room reservation will not be accepted by mail or in person. On the 21st, a payment button will be added to the ChiVAA.org website. Refresh the page if you are already on the website. Individuals who pay the 50% deposit will be assigned rooms on a first come first served basis. Registration documents must be submitted immediately after payment and indicate in the email sent to artatthematador@ChiVAA.org that the deposit has been paid. An email confirmation will be sent to confirm your room reservation. If all rooms have been reserved, you will be notified and monies returned or applied to an outdoor booth space.

Upon registration – 50% deposit due, no exceptions

April 12, 2018 - Full payment due. Remember, first-come, first-served.

CANCELLATIONS & REFUND POLICY:

No refunds after April 12th 2018.

PAYMENT METHOD:

To reserve your space you can pay your deposit, payment in full or membership on our website, ChiVAA.org. Or, send a check or Money Order payable to ChiVAA (with “Art at the Matador” in the memo) together with your registration form & checklist items to **P.O. Box 1967, Chico, CA 95927.**

CHECKLIST:

(To be valid, your application must contain all items on this list)

1. Completed & signed application form;
2. 50% deposit of the total fee (April 12th final payment due);
3. Four (4) images of your work and one (1) of your booth for screening. You can submit digital images or hard copy photos. Digital images must be in jpeg format and a minimum of 300 dpi. Name your files as FirstLastName01.jpg, FirstLastName02.jpg, etc. Only digital images will be used for electronic and print publicity. Hard copy photos will be used for screening only, but not for promotional purposes, and they will not be returned.
4. Artist statement for publicity. Please let us know if you are planning to demo at the show, have a theme to your room or booth and/or add a photo of yourself working. Past exhibitors have added to the excitement of this event with room/space themes and/or demos.

Artists who team up must submit individual applications with images and information;

MEDIA CAMPAIGN:

This includes radio, newspapers, TV, web & social networking. We will assume we may use your submitted images for publicity, unless you indicate (when sending the images) that you don't want us to do so. We prefer high-resolution (300 dpi) images that are suitable for print.

Electronic Submissions: Email to artatthematador@ChiVAA.org with (Art at the Matador in the subject line) - Make payment on ChiVAA.org (under Art at the Matador in Artist Portal).

By Mail: For booth spaces only. Send to ChiVAA – Art at the Matador, P. O. Box 1967, Chico, CA 95927

Questions? Email: artatthematador@ChiVAA.org or call at 530-318-2105.

ART AT THE MATADOR - a Living Gallery - Application Form

May 10 (4 - 9 pm) & May 11, 2019 (10 am - 5 pm)

Artist Name	Medium
Business Name	CA Resale #
Street Address, City, State, Zip Code	Sharing space with:
Phone/Cell	Email
Website	Facebook/Social Media Handle

IMAGES: Digital images must be in JPEG format labeled with the artist's first and last name and accompanied by a list describing each image with the medium, dimension & pricing. We require high-resolution images that are suitable for print (a minimum of 300 dpi - no larger than 3000 pixels) or web ready images. Hard copy photos submitted via post must have the artist's name, medium, dimension & pricing listed on the back of each image. Hard copy photos will not be used for advertising and will not be returned.

ARTIST STATEMENT: This statement will be used for publicity, social media and the website. Tell us about your work, the process.

CHECK ONE & MAKE PAYMENT ONLINE or by CHECK (50% Deposit due at registration)

ROOM: \$160 Member _____ \$190 Non-member _____ Sign-up by email starts on Wednesday, February 21 at 12-Noon–Pay online... First come, first served. An email will be sent to you to confirm the room reservation.

BOOTH: \$120 Member _____ \$150 Non-Member _____ Sign-up now.

I (We) agree to hold ChiVAA (Chico Visual Arts Alliance) and its staff free and harmless from any and all liabilities that may result from the activities connected with this year's production of ChiVAA's "Art at the Matador", and to adhere to all the rules and regulations of the show. **I understand that I (or my event partner for the week-end) must have a valid California Resale License.**

Signature

Date

Submit electronically: Send email to artatthematador@ChiVAA.org and pay online at ChiVAA.org.

By mail: For booth spaces only. Send to ChiVAA - Art at the Matador, PO Box 1967, Chico, CA 95927.