



Boca Raton Museum of Art Festival 2024

Event Summary

The Boca Raton Museum of Art proudly presents the 2024 annual outdoor, juried art festival -- the **MUSEUM ART FESTIVAL** in **MIZNER PARK** -- on **February 3 & 4, 2024**, in Boca Raton, Florida.

FESTIVAL SUMMARY

The **MUSEUM ART FESTIVAL** draws 45,000 to 60,000 art buyers and enthusiasts to the Museum's doorstep every year. Approximately 170 artists and artisans nationwide are selected to showcase their fine artworks in various mediums, including ceramics, wood, fiber, glass, drawing, painting, mixed media, jewelry, photography, and sculpture.

The **MUSEUM ART FESTIVAL** is the **ONLY art festival affiliated with the Boca Raton Museum of Art** and the **ONLY** art festival permitted to occupy the full breadth of Mizner Park.

The Museum promotes the **MUSEUM ART FESTIVAL** year-round as part of its comprehensive marketing plan: *MUSE* magazine, quarterly calendar mailings sent to 5,000+ households; e-blasts reaching 12,500+ subscribers; social media efforts reaching 25,000+ followers; week-of banner signage visible to 70,000+ vehicles daily; and a dedicated budget for multi-channel marketing that includes postcards, print and online ads, radio spots, press coverage, and zoned cable TV ads. These efforts allow for maximum targeted market infiltration with over 3 million impressions.

BE A PART OF OUR MISSION OF EXCELLENCE

Please **KNOW THE RULES** before you apply

General Information

FEBRUARY 3 & 4, 2024

Saturday - 10 a.m. to 5 p.m.

Sunday - 10 a.m. to 5 p.m.

POINTS OF INTEREST/AMENITIES

- 170 exhibiting spaces
- 40,000+ art enthusiasts attend
- \$12,000 total awards
- Located on the grounds of an upscale retail center & Museum
- Over \$20,000 committed to advertising

- Complimentary Artist “to-go” continental breakfast
- Complimentary volunteer “booth sitters.”
- Exhibit map/flyer
- 24-hour security
- Booth Signs
- Local restaurants and a food event in the Mizner Park Amphitheater
- **FREE** artist parking

CONTACT INFORMATION

Boca Raton Museum of Art 501 Plaza Real, Boca Raton, FL 33432
artfestival@bocamuseum.org

Event Website: www.bocamuseum.org/artfestival

AWARDS

\$12,000 in awards where excellence is determined, regardless of media category, as follows: nine (9) Merit Awards of \$1,000 each and one (1) \$3,000 Best-In-Show award. On-site judging of the exhibitors occurs during Art Festival hours on **Saturday, February 3, 2024**. Prizes are determined by the quality of the entire body of work displayed.

SALES/TAXES

The Boca Raton Museum Art Festival does not require an artist to pay commissions. The exhibitor handles all sales, and each artist is responsible for collecting Florida Sales Tax (7%) and returning the payment to the Florida Tax Revenue Service. Tax forms will be issued to each exhibitor in the on-site packet at the opening of the Art Festival. For further tax information, call 1-800-352- 3671 to request Form DR-15EZ or call the West Palm Beach office at 561-640-2800.

APPLICATION

All artists must apply on ZAPP by Midnight Eastern on **Friday, October 6, 2023**. Submit a separate application, image set, and jury fee of \$50 for each category entered. Submit only one (1) application per body of work. Multiple applications must represent either work in different media categories or separate work bodies within one category. A collaborative team producing a single work of art may qualify as a single exhibitor.

DIGITAL IMAGES

Please submit four (4) digital images of professional quality. Three (3) digital images must be of individual pieces of work, and one (1) digital image must be of your current booth display. The image should only display your work in the booth and not reveal names or include people standing there.

The Boca Raton Museum of Art staff reserves the right to use artists’ images for promotional purposes, including advertising, publicity, and web-based distribution outlets. No compensation is provided for the use of these images.

JURY PROCESS

The jury selection process will occur Oct 9 - 20, 2023. **Applicants will be notified of jury selections on ZAPP application by Monday, October 23, 2023.** Three (3) Jurors will be viewing each artist’s digital images utilizing high-quality computer monitors. Artists are assigned a number and judged only by the submitted digital images, not other qualifications. All digital images, three showing artwork and one showing a booth view, are evaluated together. During the first round of jurying, all Jurors will classify each

artist's work as Invited, Not Invited, or Waitlist. During the second round of jurying, Waitlist applicants are either added to the Invited category or remain on the Waitlist. The second round of invited artists will be offered spaces by **November 21, 2023**. There is no telephone or postal-mail notification of status.

FEES

APPLICATION FEE: A \$50 non-refundable credit card purchase or check, payable to the **Boca Raton Museum of Art**, must be submitted with each application.

The application deadline is October 6, 2023. Booth fees are NOT required at the time of application but are due, from Invited artists, by **November 17, 2023**.

EXHIBIT FEE

Upon receiving acceptance notification, the accepted artist must pay by credit card on ZAPP or send a check to the Boca Raton Museum of Art, Attn: Art Festival, 501 Plaza Real, Boca Raton, FL 33432, for booth space by **November 17, 2023**. Booth fees range from \$395 - \$1,185. Respond by the deadline to avoid the revocation of the invitation. Booth fees are not refundable due to artist cancellation after **November 20, 2023**.

PRE-ACCEPTED ARTISTS (2022 and 2023 Award Winners)

If you are a pre-accepted artist, it is still necessary for you to apply on ZAPP, meeting all application requirements by **October 6, 2023**.

REMINDERS

- Completed application for **EACH** category entered.
- Three artwork images **AND** one booth image per application
- Booth location request (if known)
- \$50 NON-REFUNDABLE application fee, the credit card on Zapp or check with entry • Booth fee, if invited, by credit card on ZAPP or check before **November 17, 2023**, • **MAIL CHECKS** to the Boca Raton Museum of Art, Attn: Art Festival, 501 Plaza Real, Boca Raton, FL 33432.

FREE ARTIST PARKING

There is limited **FREE artist parking**. The artist parking area will open at noon on Friday, February 2, 2024. Spaces are available on a first-come, first-served basis. Festival artists with large RVs and trucks use the surface lot adjacent to Mizner Park. Artists with regular-sized cars and SUVs use the upper level of the four parking garages in Mizner Park. Trucks and trailers are NOT permitted to park in the Mizner Park garages. Artists must follow the traffic-flow instructions the Art Festival Committee set up in conjunction with the City of Boca Raton.

CALENDAR – IMPORTANT DAYS TO NOTE:

- Applications open on June 23, 2023.
- Application Deadline on ZAPP: October 6, 2023.
- Jurying: Oct 9 - 20, 2023
- Invited notification available on ZAPP: Oct 23, 2023.
- Deadline for invited artists/pre-accepts to remit booth fee: November 17, 2023.

- Last day for a full refund due to artist cancellation: November 20, 2023.
- Waitlist artists will be notified on November 21, 2023, if invited.
- Information on booth assignment will be posted on ZAPP on December 15, 2023.
- Booth set up: Approximately 3:30 am Sat, Feb 3, 2024.
- Booth set up: Approximately 3:30 am Sat, Feb 3, 2024.
- Artists' Parking and Early Check-In opens on Friday, February 3, at noon.
- Booth set up: Approximately 3:30 a.m. Sat, February 4, 2023 – streets must be closed by the City & no early setup allowed.
- Booth closure cannot begin before 5 p.m. Sunday, February 4, 2024.

RULES / REGULATIONS

KNOW THE RULES

The following rules and policies ensure fairness to all participating artists and festival guests. Any failure to comply will result in immediate removal from the Art Festival. The artist will be ineligible to participate in the Boca Raton Museum of Art's Art Festival for three years.

- Artists must be 18 or older – a photo ID is required at check-in. • Representatives may not attend in place of the artist – the invited artist must be present for the entire two-day event.
- Work displayed on site must be consistent with the submitted digital images- work outside your juried category will **NOT** be allowed.
- All work in every category must be original work the invited artist produces. Work made from commercial kits, molds, patterns, plans, prefabricated forms, or other commercial methods is **prohibited**.
- All prints must be signed, numbered, and limited to no more than 250 in the series. • Digital reproductions, Giclee, Iris, or inkjet copies can **NOT** be the only items in the artist's booth. The booth must contain mostly original artwork. A reproduction is a copy of a work of art that already exists as a painting, watercolor, drawing, photograph, etc., and which is copied from the original using a digital or photographic process and printed on an offset press, serigraph press, or through a computer including all printer formats desktop or Giclee. All Digital and Photography prints must be signed and numbered in a limited edition of 250 or less. • All two-dimensional work must be matted or framed – gallery-wrapped canvases are accepted but highly discouraged.
- All work must be priced or marked "Not for Sale." The inclusion of work that is not for sale is highly discouraged.
- Exhibitors **may not display ribbons or awards** from any other or previous shows.
 - Service animals are allowed on a leash and are the owner's responsibility.
- Exhibitors must keep their exhibits open until 5 p.m. Saturday and Sunday, February 4, 2024. No early dismantling is allowed.
- Vehicles must be removed from the exhibit area by 9:30 a.m., Saturday, February 3, 2024, and will **NOT** be allowed back into the exhibit area until after 5:00 p.m., Sunday, February 4, 2024. Local police will be on hand to assist with the flow of traffic.

Booth Information

BOOTHS

Event layout changes annually.

BASIC BOOTH – provided to each invited artist

Single Booth (10' x 10', one opening) = \$395

PREMIUM BOOTHS – limited availability

Single Corner Booth (10' x 10', two openings) = \$605

Double Booth (10' x 20', one opening) = \$715

Single End Cap (10' x 10', three openings) = \$815

Double End Cap (10' x 20', three openings) = \$1,085

Open Air (10' x 20' minimum, open on all sides) = \$1,185

The Art Festival Committee will assign booths by availability and try to comply with specific artists' requests – no requests are guaranteed.

Artists are responsible for all display items and systems, including chairs, needed for their booths. Participants **MUST** provide an appropriate size canopy (white tent) to fit their booth. The entire display must be sufficiently sturdy to withstand weather and crowds. **Electricity and generators are NOT permitted.**

The artists are responsible for their booths' cleanliness, safety, and security. Therefore, cartons, boxes, containers, carts, dollies, and packing materials should not be in view during the public hours of the Festival.

Legal Agreement

In consideration of mutual benefits, invited artists to agree to abide by the regulations set forth herein and do at this moment release and forever discharge the Boca Raton Museum of Art, and anyone affiliated with the Art Festival, from any responsibility whatsoever for damage or loss of any or all of any exhibit or exhibits and gives them the right to terminate or refuse any exhibit.

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