



35TH ANNUAL

35th Annual Boca Raton Museum of Art Festival in Mizner Park

Event Summary

The Boca Raton Museum of Art is proud to presents its 35th annual outdoor, juried art festival -- the **Museum Art Festival** in Mizner Park -- on February 6 & 7, 2021 in Boca Raton, Florida.

Festival Summary

The **MUSEUM ART FESTIVAL** is the longest running and most prestigious of any in our city, drawing 40,000 art collectors and enthusiasts to the Museum's doorstep every year. Approximately 165 artists and artisans from across the country are selected to showcase their fine artworks in a diversity of mediums, including ceramics, wood, fiber, glass, drawing, painting, mixed media, jewelry, photography, and sculpture.

As the "Official Art Museum of the City of Boca Raton," 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 Art Festival** is promoted through the Museum's year-round, comprehensive marketing plan: MUSE Magazine & quarterly calendars sent to 5,000+ households; e-blasts that reach 10,500+ subscribers; social media efforts that reach 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 6 & 7, 2021

Saturday- 10 am to 5 pm

Sunday - 10 am to 5 pm

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
- Over \$20,000 committed to advertising
- Complimentary Artist Continental Breakfast
- Complimentary Booth Sitters
- Exhibit map/flyer
- 24-hour Security
- Booth Signs
- Local Restaurants & Food trucks
- FREE Artists' parking



35TH ANNUAL

Contact Information

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

Event Website: www.bocamuseum.org/artfestival

Awards

\$12,000 will be given in awards where excellence is determined, regardless of media category, as follows: nine Merit awards of \$1,000 each, and one \$3,000 Best-In-Show award. On-site judging of the exhibitors will take place during Art Festival hours on Saturday, February 6, 2021. Awards will be based on the quality of the entire body of work displayed.

Sales/Taxes

The Boca Raton Museum of Art's Art Festival does not require an artist to pay any commissions. All sales are handled by the exhibitor and it is the responsibility of each artist to collect Florida Sales Tax (7%) and return 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 time on Wednesday, October 7th, 2020. A separate application, images and jury fee of \$45 must be submitted for each category that an individual artist enters. Only one (1) application may be submitted per body of work represented. Multiple applications must represent either work in different media categories or distinctly separate bodies of work within one category. A collaborative team producing a single work of art may qualify as a single exhibitor.

Digital Images

Please submit a total of four (4) digital images, 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 display image should only have your work displayed in the booth and not reveal names or people standing in the booth.

The Boca Raton Museum of Art staff reserves the right to use artist's images for promotional purposes, including advertising, publicity and web-based distribution outlets. No compensation will be given for use of these images.

Jury Process

The jury selection process will take place October 8 - 11, 2020. **Applicants will be notified of jury selections on ZAPApplication by Wednesday, October 14, 2020.** Five (5) Jurors will be viewing each artist's digital images utilizing high-quality computer monitors. Artists are assigned a number and judged only by the digital images submitted, not on any other qualifications. The digital images will be displayed in one row showing three (3) digital images of the artwork, and one (1) image of the booth. 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, those classified as "Waitlist" will either be added to the "Invited" category, or remain on a waitlist. The available spaces will then be offered to the invited artists by December 1, 2020. Telephone or postal-mail notification will NOT be given.

Fees

Application Fee: A \$45 non-refundable credit card purchase or check, payable to the **Boca Raton**



35TH ANNUAL

Museum of Art, must be submitted with each application. Application deadline is October 7, 2020. Booth fees are NOT required at time of application. Final booth fees are due by November 30, 2020.

Exhibit Fee

Upon receipt of acceptance notification, the accepted artist is required to pay by credit card or to send a check for a booth space by November 30, 2020. Credit card payment or one (1) check, payable to the **Boca Raton Museum of Art** for the proper booth fee is required. Booth fees range from \$375 - \$1,025. Failure to respond by the deadline will result in revocation of the invitation. All fees will be deposited upon receipt. Booth fees will not be refunded due to artist cancellation after November 30, 2020.

PRE-ACCEPTED ARTISTS (2019 And 2020 Award Winners)

If you are a pre-accepted artist from either the 2019 and/or 2020 Art Festival, it is still necessary for you to submit an application on ZAPP with four (4) digital images (3 artwork images and 1 booth image), and pay the \$45 application fee by October 7, 2020. Include a booth location request (if you know one) on your application. Please note: The 35th Annual Museum Art Festival will require four (4) digital images from **all** artists, including pre-accepts.

REMINDERS

- Completed application for **each** medium entered.
- Three (3) artwork images **and** one (1) booth image per medium.
- \$45 NON-REFUNDABLE application fee, check or credit card.
- Invited Artists send appropriate booth fee via credit card or check before November 30, 2020.
- MAIL checks to the Boca Raton Museum of Art, Art Festival, 501 Plaza Real, Boca Raton, FL 33432.

FREE ARTIST PARKING

There is **Free artist parking** in a lot adjacent to Mizner Park from the City of Boca Raton for Festival artists with RV's and trucks. There is a limited number of these parking spaces. Artists with regular cars and SUV's can use any of the four Mizner park parking garages. The artist-parking area will open at noon on Friday, February 5, 2021 with spaces available on a first-come, first-served basis. Artists with trucks and trailers are NOT permitted to park in any of the Mizner Park garages. Artists with cars may park on the upper level of the Mizner Park garages. Artists are required to follow the traffic-flow instructions set up by the Art Festival Committee in conjunction with the City of Boca Raton.

CALENDAR

- Applications open on **June 1, 2020**
- Application Deadline on ZAPP: **October 7, 2020**
- Exhibitor Image Jury: **October 8 -11, 2020**
- Invited notification available on ZAPP: **October 14, 2020**
- Deadline for invited artists/pre-accepts to remit booth fee: **November 30, 2020**. (NOTE THIS DATE IS EARLIER THAN LAST YEAR)!
- Information on booth assignment will be posted on ZAPP by **December 11, 2020**
- Last day for full refund due to artist cancellation: **November 30, 2020**. (NOTE THIS DATE IS EARLIER THAN LAST YEAR)!
- Waitlist artists will be notified, if invited on December 1, 2020 & exhibit fees are due upon acceptance.



35TH ANNUAL

- Artists parking and early check in opens on Friday, Feb 5 at 12:00pm.
- Booth set up: Approximately 3:30 am Sat, Feb 6, 2021 – streets must be closed & no early set up allowed.
- Art Festival: February 6 and 7, 2021, 10 am to 5pm daily
- Booth closure cannot begin before 5pm Sunday, February 7, 2021

Thank you for your interest in the 35th Annual Museum Art Festival in Mizner Park. We are excited to celebrate so many years of outstanding visual art with you.

Rules/Regulations

Know The Rules

The following rules and policies are provided to ensure fairness to all participating artists and to the festival guests. Any failure to comply will result in immediate removal from the Art Festival and the artist will be ineligible to participate in the Boca Raton Museum of Art's Art Festival for a minimum of three (3) years.

- All participants must be 18 years of age or older. The artist must be present for the entire two-day event. Representatives may not attend in place of the artist. Photo I.D. will be required at check-in.
- Work displayed on site must be consistent with the work shown in the digital images submitted - work outside of your juried category will NOT be allowed.
- All work in every category must be the original work produced by the exhibiting artist. Work which has been produced from commercial kits, molds, patterns, plans, prefabricated forms or other commercial methods is **NOT** permitted.
- Digital reproductions, Giclee, Iris, or inkjet copies will **NOT** be accepted as the only items in booth. Only original artwork is allowed at the Art Festival. If selling a couple prints, the original piece must also be for sale in booth. All prints must be signed, numbered, and limited to no more than 250 in the series. A reproduction is defined as a work of art which already exists (as a painting, watercolor, drawing, photograph, etc.) and is copied by digital or photographic means and printed on an offset press, serigraph press or through a computer by means of an ink jet or electrostatic printer. This includes Giclee. All prints in the Digital and Photography category must be signed and numbered in a limited edition of 250 or less.
- All two-dimensional work must be matted, framed, or a gallery wrapped canvas.
- Jewelry is to be sold only by artists accepted in that category.
- All work must be priced or otherwise marked "Not for Sale."
- Exhibitors may not display ribbons or awards from any other or previous shows.
- Animals will not be permitted in the exhibition area. Service animals allowed on a leash at all times and are owner's responsibility.
- Exhibitors must keep their exhibits open until 5 pm Sunday, February 7, 2021.
- **Vehicles are NOT allowed in the exhibition area until permission by local authorities is given. Artists will be provided instructions for loading & exit on Sunday, February 7, 2021.** Do not enter the exhibition area to load up until you have torn down and are ready to load out. If your set up takes a long time, then please wait until others have cleared your area and space permits. Local police will be on hand to assist with flow of traffic.

Booth Information

Event layout will be mostly the same as 2020, each artist is provided a single 10' x 10' exhibition space at the cost of \$375. **If you request a premium booth, then please pay for a premium booth.** For example, do not



35TH ANNUAL

request as corner booth if you have paid for a single, regular booth. A very limited number of single corner booth spaces are available for \$575; double booth spaces (10' x 20') are available for \$675, and very limited double with corner spaces (10' x 20') are available for \$875, or end cap (10' x 10'), and center double spaces & center double "open air" spaces for \$1,025. Participants are expected to bring their own canopy (white tent), display booth, display racks and any booth support materials including chairs. The display must be sufficiently sturdy to withstand weather and crowds. The artist is responsible for cleanliness, safety, and security of their display. Cartons/boxes should not be in view. **Electricity and/or generators are NOT permitted.** Booths will be assigned by the Art Festival Committee, who will do their best to comply with specific requests. Requests are not guaranteed although we try our best to accommodate them. All booths must be set up and vehicles must be removed from the exhibit area by 9 am Saturday and will NOT be allowed back into the exhibit area until after 5:00 pm, Sunday, February 7, 2021.