

2010 Application for The BoCoCa Arts Festival

Presented by Husky Dog Productions
(June 18th - July 27th 2010)

VISUAL ARTS DIVISION APPLICATION

Visual Arts Division Applications accepted December 21st, 2009 – April 30th, 2010

APPLICATIONS MUST BE POSTMARKED BY **APRIL 30th, 2010**

Application Guidelines

**Welcome to the
Visual Arts Division Application Page for the
2010 BoCoCa Arts Festival.**

BoCoCa stands for Boerum Hill, Cobble Hill and Carroll Gardens, three adjoining neighborhoods in Brooklyn, New York. Presented by Husky Dog Productions (HDP), the **BoCoCa Arts Festival** will take place throughout the BoCoCa community and encompass all aspects of music, theater, visual and performing arts. HDP will utilize unconventional venues, including bars, restaurants, empty store fronts and galleries, to perform and display artistic works of excellence. With this Festival, we strive to foster and challenge creative expression, as well as unite and support both the artists, residents and businesses of these unique communities. Artists from all locations and walks of life are welcome to apply and engage in this collaborative effort to bring exceptional life to their work!

The application for the *Visual Arts Division Application* of the 2010 BoCoCa Arts Festival is in PDF format. Please carefully review the application in its entirety. We strongly encourage the submission of new works, emerging artists and all types of Visual Art Media! We look forward to reviewing your submissions and Good Luck!

Festival Schedule:

Visual Arts Application Begins (postmark)	December 21st, 2009
Visual Arts Application Ends (postmark)	April 30th, 2010
Offers for Acceptance sent out	On or Before May 10th, 2010
Acceptance Deadline (postmark)	May 14th, 2010
Alternate Acceptance Sent out	May 21st, 2010
Festival Opens	June 18th, 2010
Festival Closes	June 27th, 2010

Application Process:

Applicant must download this form, print it out, type or print in ink all sections of the form, and mail it, with the application fee, and all of the following support materials:

- 1. Application**
- 2. Application Fee**
- 3. Please include up to 6 examples of the *exact* work to be displayed in the Festival**
→ See, '*Acceptable Examples of Visual Art Work for Festival Application*'

MAIL TO:

HUSKY DOG PRODUCTIONS
165 COURT ST. #167
BROOKLYN, NEW YORK 11201

****Only Visual Arts Division Applications with a postmark of **December 21st, 2009** through **April 30th, 2010** and accompanied by a non-refundable **\$30.00** application fee by certified check, cashier's check, personal check, or money order in U.S. currency payable to *Husky Dog Productions* will be accepted.**

All Visual Arts Division Applications for the BoCoCa Arts Festival must be postmarked on or before April 30th, 2010.

- Please note: Applicants must write the artist's name on the memo line of your personal check, certified check, cashier's check, or money order.

Please be advised that we cannot return your application materials to you, so do not send original/irreplaceable materials.

***INCOMPLETE APPLICATIONS WILL BE DISQUALIFIED FROM
CONSIDERATION FOR THE BOCOCA ARTS FESTIVAL 2010***

Acceptable Examples of Visual Art Work for Festival Application

Please submit any media, i.e. photos, DVDs, CDs, posters, sketches, etc., that represent the *exact* work you would like to have displayed in the Festival. Although we strongly encourage you to include a physical representation of your work in your application, we will also accept web addresses to a website displaying your work.

You may submit up to 6 artworks, but we will only exhibit *exactly* what has been submitted and accepted at the time of the application process. If artwork is larger than 2' X 3', Husky Dog Productions reserves the right to display 3 pieces of artworks. If artwork is 5"X7" or less, HDP reserves the right to accept and display more than 6 pieces of artwork.

Acceptance:

Festival acceptance is based on quality, thematic harmony with other Festival participants and venues, as well as pricing that reflects the artwork's audience. All Visual Arts Division applicants will receive status notification (i.e., accepted, alternate, or declined) via e-mail. *Notification of acceptance status will begin to be e-mailed on or about May 10th, 2010.* At that time, if you are accepted into the BoCoCa Arts Festival, you will receive a participant's e-mail. We must receive your acceptance via e-mail by May 14th, 2010 or you will forfeit your BoCoCa Arts Festival eligibility.

If Selected as an Alternate: you may be moved to the Participants list if room is available on or about May 21st, 2010. Once notified as a Festival participant, the acceptance should be immediately completed and returned via e-mail.

Participant Responsibilities:

If accepted to the BoCoCa Arts Festival:

→Husky Dog Productions, as Presenter of the BoCoCa Arts Festival, will provide Participant with a single, particular space for Participant to install artwork for the duration of the Festival. Participant's artwork will be installed in the designated venue by The BoCoCa Arts Festival's Visual Arts Division Director ("VADD").

→All transportation of visual art installation is the sole responsibility of the individual Artist. Artwork must be dropped off between Saturday, June 5th and Tuesday, June 8th by 5pm at a location TBD. Artwork must be picked up on Sunday, June 27th between 12pm and 4pm at a location TBD unless otherwise noted.

→Artwork dropped off that is different from artwork submitted & accepted by the festival will be disqualified from installation.

→Hanging art must be ready to be hung with appropriate hardware attached. For example, a painting must be framed AND wired. Husky Dog Productions reserves the right to disqualify Artwork not adequately prepared to be hung.

→To promote maximum exposure, Husky Dog Productions, as presenter, will strive to pair all visual art installations with a music and/or theater/performing arts show. Husky Dog Productions does not guarantee that the public may access visual art installations during off-business hours or when venue is closed or during non-show times.

→VADD reserves the right to make all final art installation decisions.

Participation and Fees:

There is no participation fee for visual artists into the Festival. Husky Dog Productions is entitled to a commission of 15% of all sales of participating artist's work. We note that the artist is entitled to set the price of their art while *Husky Dog Productions* is responsible for negotiating and collecting art sales, plus all applicable sales taxes, and remitting sales tax to the state of New York.

Box Office and Ticketing:

The BoCoCa Arts Festival and Husky Dog Productions will be responsible for all aspects involving ticketing and the box office. Full ticket price for admission to a theater performance is \$14.00 per ticket in advance or \$17.00 (cash only) at the door. There is no admission cost for music performances or visual arts installations unless otherwise arranged. Husky Dog Productions will not guarantee the number of tickets available at any one venue, and will adhere to all Fire Code and Building Code regulations regarding guests at each venue.

Publicity:

Husky Dog Productions will be responsible for publicizing the Festival itself and coordinating all press relations, which include press interviews and critic attendance. You will be asked to submit publicity photos & press packets for print and broadcast media. Artists are strongly encouraged to self-publicize their own show through press releases, postcards, playbills, street marketing, business cards, and posters. Effective promotion leads to a larger audience, and in the BoCoCa Arts Festival, a larger audience leads to significant exposure!

Again, all completed application packets should include:

- 1. Application**
- 2. Application Fee**
- 3. Please include up to 6 examples of the *exact* work to be displayed in the Festival**
→ See, '*Acceptable Examples of Visual Art Work for Festival Application*'

MAIL TO:

**HUSKY DOG PRODUCTIONS
165 COURT ST. #167
BROOKLYN, NEW YORK 11201**

And Good Luck!

BoCoCa Arts Festival 2010

VISUAL ARTS DIVISION APPLICATION

APPLICATIONS MUST BE POSTMARKED BY APRIL 30th, 2010

Please complete the application and submit via first class mail to:

*Husky Dog Productions
165 Court St. #167
Brooklyn, New York 11201*

Artist Contact Information

First Name: _____ Last Name: _____

Permanent Address:

City _____ State _____ Zip Code _____

Phone (Day) _____ Phone (Evening) _____

E-mail: _____

Visual Art Information

Categories (*please check one*)

Drawing/Graphics _____ Painting _____ Watercolor _____

Photography _____ Sculpture _____ Multi-media _____

What are the dimensions of your artwork?

What is the average price range of the artwork being submitted?

Venue

The most unique aspect of the BoCoCa Arts Festival are its venues. Please notate (1st, 2nd, 3rd, etc.) if you have a preference (*not a guarantee*):

Bar _____ Restaurant _____ Coffee Shop/Gallery _____

Empty Store Front _____ Outdoor Garden _____ Art Gallery _____

Music Venue _____

Are you interested in collaborating with Artists of a different discipline? (i.e. Theater, Music etc.) (Yes or No) _____ Which Discipline? _____

If you are selected as a Visual Art participant do we have permission to use pictures of your artwork and/or website links for promotion on festival website and in festival advertising? (Yes or No) _____

If you are selected as an Alternate, would you like to be on the Alternate List? (Yes or No) _____

(Alternates will be informed of acceptance on or about May 21st, 2010)

How did you hear about the festival? _____

By making my mark in the appropriate space below, I attest that I have read and understand the Visual Arts Division Application Information and this Application, and that the information that I have provided is true to the best of my knowledge.

Print Name: _____

Signature: _____

Date: _____

Have you included?

- _____ **Application**
- _____ **Application Fee**
- _____ **Portfolio Examples**

Upon completing the application, please mail the application form and all additional materials you wish to include in your application to:

Husky Dog Productions
165 Court St. #167
Brooklyn, NY 11201