



Dear _____

We would like to invite you to participate in the **Eco-Arts Market** at the **4th Annual Down to Earth Festival** at Shelby Farms Park on **Sunday, April 25, 2010**. The *Down to Earth Festival* is quickly becoming the region's largest and most anticipated Earth Day celebration and continues to grow in size and diversity every year.

To familiarize you with the event and the benefits of participation, we have included some information on last year's festival, as well as an **APPLICATION** to participate as an **ECO-ARTIST / DESIGNER** at the 2010 event. *Booth space is limited, and all participants must meet certain requirements and be approved by the event committee before being accepted for participation.*

Please read the requirements and information below carefully prior to submitting your application. **All applications must be received by March 15th, 2010.**

General Information:

Down to Earth Festival is a one (1)-day outdoor event featuring environmental education and activities, entertainment and fun for the family. The festival will offer a variety of environmentally-friendly exhibits, arts and crafts, face painting, live music and entertainment, a wide variety of food and beverages, Park tours, hiking and other outdoor demonstrations and activities.

Attendance:

The *Down to Earth Festival* is **FREE** and open to the public! Attendance has grown considerably from 5,000 in 2007 to 18,000 in 2009. 2010 marks the **40th anniversary of Earth Day**, and we estimate (but cannot guarantee) a substantial increase this year.

Festival and Market Date and Hours: Sunday, April 25, 2010 from 10 AM - 5 PM.

THIS IS AN OUTDOOR FESTIVAL AND WILL TAKE PLACE RAIN OR SHINE!

*** Specific Requirements for Eco-Artist / Designer Participation:**

All Artwork and/or Products, etc. must meet at least **ONE** of the following criteria:

- (1) Demonstrate or represent a relationship with nature*
- (2) Inform about nature and its processes, educate about environmental problems or issues, and/or utilize reclaimed, recycled or natural materials*
- (3) Honor nature and environmental concepts in artistic and aesthetic ways*

Event Rules:

A complete list of Event Rules & Responsibilities will be provided *once an application has been accepted*.

Booth Space and Fees: Booth spaces include one (1) 10x10 space, an 8 ft. table and two (2) chairs.

Artists / Designers \$100

Art Students (currently enrolled) \$ 50

- This is a "Green" event - NO electricity available and NO generators please.

ALL Eco-Artists and Designers are required to have a Tent. They may either: (1) Supply their own tent (must set-up & breakdown on their own), OR (2) Order tent through SFPC, at the following rate:

- 10 x 10 Canopy Tent: **\$150** (*With SIDES \$180*; Rental includes set-up & breakdown by Classic Rentals)

ARTISTS / DESIGNERS WILL RETAIN ALL REVENUE FROM THE SALE OF THEIR WORK AT THIS EVENT!

I hope you will join us in celebrating Earth Week 2010 by participating in this event. Please return your **completed Application** as soon as possible. I look forward to working with you!

Sheri Monroe
Manager of Events & Membership, SFPC



2010 Down to Earth Festival at Shelby Farms Park **ECO-ARTIST or DESIGNER APPLICATION**

Please select which category(s) applies to the work that you will be presenting at this event.

Fashion (Designer)

- Designs must utilize at least 75 percent reclaimed, recycled, natural and/or organic materials.
- All work must be designed and executed solely by the accepted Designer(s).
- At least one of the contributing designers must be present at Down to Earth Festival.

Original Arts and Crafts (Artist)

- All work must be designed and created solely by the accepted Artist(s) / Designer(s).
- At least one of the contributing artists must be present at Down to Earth Festival.
- Artists may only show work in categories submitted and accepted.

Ready-Made Arts and Crafts (Artist)

- All work must meet minimum requirements for Eco-Artist/Designer participation (listed above).
- Representatives may attend in place of original artist or designer.
- Only work approved in submitted and accepted categories may be displayed.

Please select all categories that apply to the work that you will be presenting at this event, AND a detailed description of the work you will be presenting at this event. (Attach separate page(s) if needed)

- Ceramics:** Original clay and porcelain work (other than jewelry) is accepted in this category. No machine-made or mass produced work is permitted.
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- Fiber:** All work crafted from fibers including basketry, embroidery, weaving, leatherwork, tapestry and papermaking. No factory-produced items may be exhibited. **Please specify:**
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- Glass:** Original design and creation. No forms of mass production are permitted. **Please specify:**
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- Jewelry:** Original jewelry, whether produced from metal, glass, clay, fiber, paper, plastic or other materials, is accepted in this category. No commercial products are allowed. **Please specify:**
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- Mixed Media:** Original works, both two and three-dimensional, that incorporate more than one type of physical material to produce. **Please specify:**
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- Painting & Drawing:** Painting works created in oils, acrylics, watercolor, etc.; and Drawing works created using dry media or fluid medium of inks and washes applied by pen brush. Reproductions of any kind prohibited. **Please specify:**
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- Photography & Digital Art:** Photographic prints made from artist's original image; and digital work for which artist, using a computer, executed the original image. (No enhanced or reproduced works) **Please specify:**
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- Sculpture & Metal works:** Three-dimensional sculptural work done in any medium; and all non-sculptural, non-jewelry works crafted from metals. No production work is allowed. **Please specify:**
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- Wood:** Works in wood that are hand-tooled, machine-worked, turned or carved are accepted in this category. No commercial or mass produced work allowed. **Please specify:**
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Company / Business Name _____

Artist / Designer Names (list ALL) _____

Event Representative, if other (only allowed for Ready Made) _____

Address _____

City, State, Zip Code _____

Phone (Day) _____ (Night) _____ Cell (**Required**) _____

Email _____ Web Site _____

Select whether applying as an EXHIBITOR or VENDOR:

Exhibitor (Display/Represent Only)

Vendor (Selling Work or Products)

Application Process: Applications must be received by MARCH 15th, 2010.

Eco-Artists/Designers must submit this application explaining the work and/or items they intend to display and/or sell during the Down to Earth Festival. All works and/or items displayed and/or sold at this event must align with the principles of environmental stewardship. (For instance, an irrigation company may display its “smart” irrigation technology at the Down to Earth Festival, even though other company products and services are conventional technology.)

Digital Images: (Required) The following must be submitted with Application to be considered.

- Three (3) digital high resolution images must be submitted for each media category.
- One (1) of the images must be of a display of the Artist / Designer’s booth set-up, showing overall continuity and body of work.
- Images must be submitted by email as standard JPEG, and no larger than 2 MB in size.
- Artist / Designer name and media category must be in “Subject” line of email.
- Slides or original art work are not acceptable with applications.

Applications and accompanying images will be reviewed to confirm that work and/or items are appropriate for our Earth Day event. Once approved, SFPC will contact the Eco-Artist / Designer to confirm acceptance and send a Contract.

Notification of Acceptance:

Applicants will be *notified of acceptance* within one (1) week after application is received.

Special Needs or Requests: _____



If you have questions, contact **Sheri Monroe (SFPC)** at smonroe@shelbyfarmspark.org

Return this fully completed application to: **Sheri Monroe / Earth Week 2010**
Shelby Farms Park Conservancy
500 North Pine Lake Drive
Memphis, TN 38134
Fax: 901.377.7705