



SAN FERNANDO VALLEY ARTS ALLIANCE
presents its

Spring Art Faire

MAY 5 - 23, 2015

Tuesday - Saturday 11:00 am - 5:00 pm
Artists' Reception Saturday, May 9th
5:00 - 7:00 pm

PROSPECTUS

The San Fernando Valley Arts Alliance invites you to display your 2 or 3 dimensional art at its Spring Art Faire. Artists will be offered spaces in primarily 8, 10, and 12 foot increments, all 8 foot high. A few larger spaces are available. Artists may rent adjacent spaces if they desire.

This will not be a curated or juried art fair. Selection of art to be displayed for sale will be the artists' choice. All types of 2 and 3 dimensional art, with the exception of blatant pornography will be accepted.

You must join the SFVAA as a member to be able to rent space in this art faire.

Size limitations are restricted to the space selected by individual artists. There are no restrictions on the number of pieces an artist may display in their rented section, but if the artist wishes to use the hanging system wires on the perimeter walls, (excluding the hallway) they will be restricted to 5 hanging wires and 5 slider hooks per every 10 linear feet of space rented. No nails can be used on the perimeter walls.

Spaces are set up as Premium Walls, T-Walls, Perimeter Walls, Hallway, and Workshop. All walls are 8' high. Spaces in each are described below. Prices are on the tabulation sheet which identifies each space by number per the layout. All artists are invited to use their exhibit display setups, as long as they do not protrude more than 2 feet from the wall. One chair per space will be supplied. No tables are available. Artist may bring tables that are not over 24" wide.

Premium Walls:

- 8 linear feet of display on W. wall of restrooms
- Two 9 linear feet of display on S. wall of restrooms
- Use artist supplied nails, hooks, panels, stands, easels to hold work.

T-Walls:

- 8 linear feet of display on the ends of each T-Wall
- 12 linear feet of display on adjacent inside walls, one 8', one 4'
- Use artist supplied nails, hooks, panels, stands, easels to hold work

Perimeter Walls:

- Multiple sections, 10 feet long, each with up to 5 hanging wires and 5 slider hooks
- Walls are concrete, no nails can be used
- Use artist supplied panels, stands, easels to hold work

Hallway:

One 20' section opposite restrooms

One 10' section between restroom doors

Use artist supplied nails, hooks, panels, stands, easels to hold work

Workshop:

Multiple 10' sections

Use artist supplied nails, hooks, panels, stands, easels to hold work.

Please call Ken Ronney with any questions you might have about pricing and wall specifications:
818/996-1630

Lighting

Track lighting with 20 watt compact fluorescent daylight color lamps (75 w tungsten equivalent) is installed on most of the useable walls and T-Walls. One fixture used for each 4 linear feet of wall space. No artist supplied lighting is allowed due to electrical power and outlet count limitations.

Important Location, Dates & Times:

Location: 18312 Oxnard Street, Tarzana, CA 91356.

Take-in will be on **Sunday, May 3**, from 12:00 to 4:00 pm.

Take-down will be on **Saturday, May 23**, immediately following 5:00 pm closing.

Center open days, hours: Tuesday - Saturday, from 11:00 am to 5:00 pm, May 5 thru May 23.

Center Sitting & Sales:

We are keeping cost to the artist down by not having a paid professional Center director. We require all artists share the work of running the Center by taking at least one 3 hour shift sitting the Center during open hours. Artists will open or close the Center and handle sales during their shift. If an artist wishes to spend extra time at the Center to promote their work, they are welcome. A sitters sign-up sheet will be available at take-in. All participating artists must take at least one 3 hour shift, or pay an extra \$30, to pay someone else, if they cannot sit the Center.

A 30% commission benefits the SFVACC. Since this is an art fair, not an art exhibit, when a sale is made, the buyer may take their purchased work with them at the time of sale. All sales are final. Prices must be listed on EVERY piece of work on display. The artist, at their own discretion, may negotiate prices with buyers.

Release of Liability:

By participating in the Spring Art Faire, the artist acknowledges that all reasonable care will be taken to safeguard the artwork and the premises and said person accepts that SFVAA and its agents, associates, directors, officers and volunteers will not be responsible for any damage, injury, liability loss or theft should any occur. Insurance for artworks entered in this show is each individual artist's responsibility.

SFVAA Membership:

Individual \$40 Student/Senior \$25 Corporate \$60. Check "Already member" if you've already paid.

Card Sales:

No individual card sales. Cards must be sold in packets that are minimum \$10.

Payment:

Please make payment (including rental space & membership payments) to **San Fernando Valley Arts Alliance** and mail your check to:

Ken Ronney
7357 Hesperia Ave.
Reseda CA 91335

Please contact Ken Ronney with any questions you might have about pricing and wall specifications at 818/996-1630 or Kronney@aol.com

Contact Information:

Carolyn Uhri	carolyn@sfvartsalliance.org
Ken Ronney	kronney@aol.com

The following sheets are:

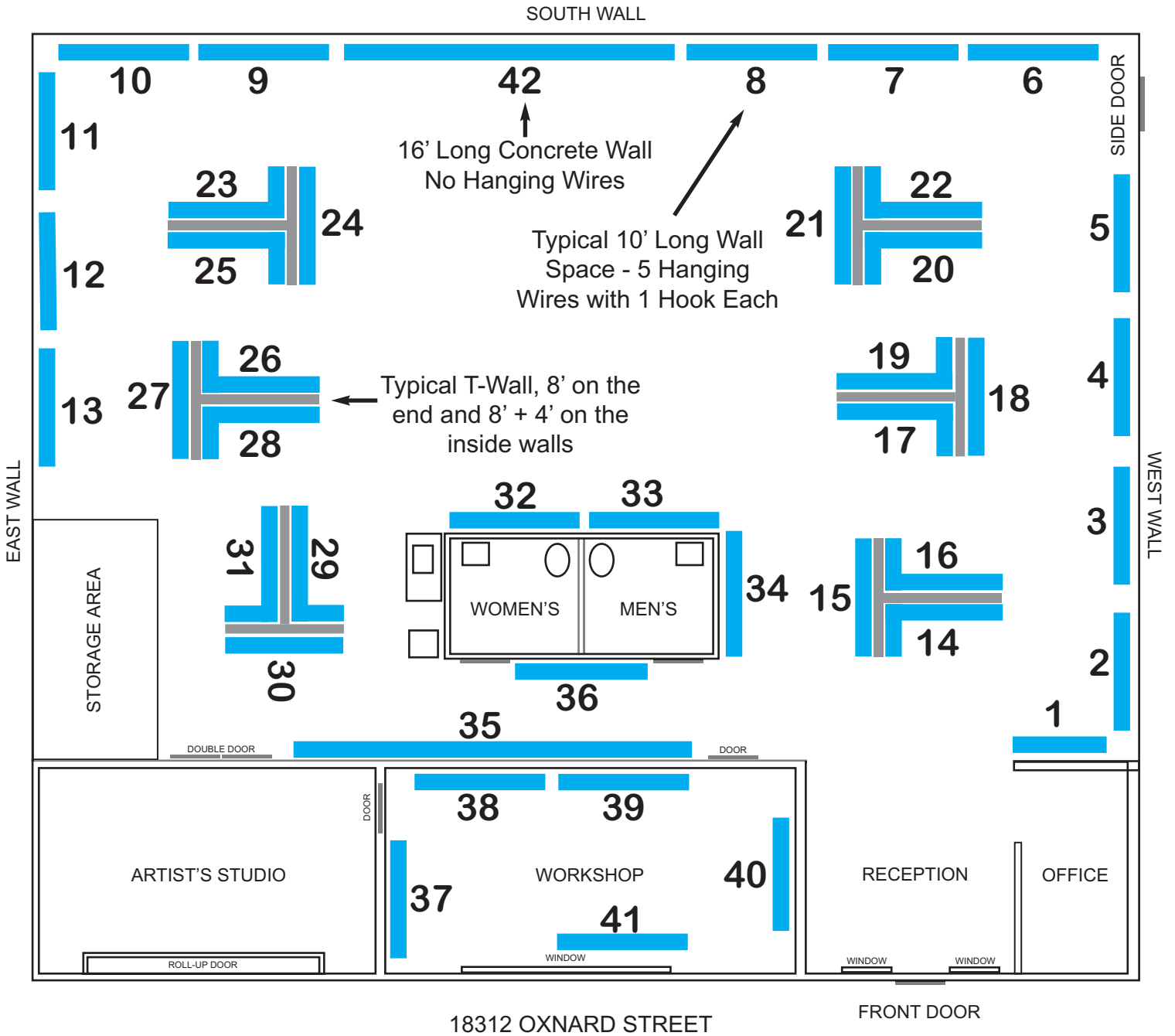
- 1) Floor plan layout with rental spaces identified
- 2) Prices and sizes of each space
- 3) Application form. Please select 3 choices of space, in your order of preference. If we cannot assign your choice, we will assign the next space available of the same size/type and let you know. This form is in Word format, so you can fill it in on your computer and e-mail it to Kronney@aol.com. Ken will confirm your space reservation or contact you to discuss.

Although we are not requiring any size, framing, or matting specifics, we request that your art is in good condition for display.

VALLEY **ArtS** ALLIANCE

SAN FERNANDO VALLEY ARTS & CULTURAL CENTER
18312 Oxnard Street, Tarzana, CA 91356
818/697-2252 www.sfvartsalliance.org

Spring Art Faire Layout



PRICING

SPACE 1	6 ft. Wall.....	\$40
SPACE 2	10 ft. Wall.....	\$50
SPACE 3	10 ft. Wall.....	\$50
SPACE 4	10 ft. Wall.....	\$50
SPACE 5	10 ft. Wall.....	\$50
SPACE 6	10 ft. Wall.....	\$50
SPACE 7	10 ft. Wall.....	\$50
SPACE 8	10 ft. Wall.....	\$50
SPACE 9	10 ft. Wall.....	\$50
SPACE 10	10 ft. Wall.....	\$50
SPACE 11	10 ft. Wall.....	\$50
SPACE 12	10 ft. Wall.....	\$50
SPACE 13	10 ft. Wall.....	\$50
SPACE 14	12 ft. T-Wall.....	\$60
SPACE 15	8 ft. T-Wall.....	\$50
SPACE 16	12 ft. T-Wall.....	\$60
SPACE 17	12 ft. T-Wall.....	\$60
SPACE 18	8 ft. T-Wall.....	\$50
SPACE 19	12 ft. T-Wall.....	\$60
SPACE 20	12 ft. T-Wall.....	\$60
SPACE 21	8 ft. T-Wall.....	\$50
SPACE 22	12 ft. T-Wall.....	\$60
SPACE 23	12 ft. T-Wall.....	\$60
SPACE 24	8 ft. T-Wall.....	\$50
SPACE 25	12 ft. T-Wall.....	\$60
SPACE 26	12 ft. T-Wall.....	\$60
SPACE 27	8 ft. T-Wall.....	\$50
SPACE 28	12 ft. T-Wall.....	\$60
SPACE 29	12 ft. T-Wall.....	\$60
SPACE 30	8 ft. T-Wall.....	\$50
SPACE 31	12 ft. T-Wall.....	\$60
SPACE 32	12 ft. Wall.....	\$60
SPACE 33	12 ft. Wall.....	\$60
SPACE 34	8 ft. Wall.....	\$80
SPACE 35	20 ft. Wall.....	\$100
SPACE 36	10 ft. Wall.....	\$50
SPACE 37	10 ft. Wall.....	\$50
SPACE 38	10 ft. Wall.....	\$50
SPACE 39	10 ft. Wall.....	\$50
SPACE 40	10 ft. Wall.....	\$50
SPACE 41	10 ft. Window.....	\$50
SPACE 42	16 ft. Wall.....	\$100