



## Show Prospectus

25th Annual Naples New Year's Art Show  
January 2-3, 2021  
Naples, Florida  
100% Outdoors

We recognize these have been difficult times for all and so, Naples Art will keep its 2021 Naples New Year's Art Show booth fees flat, once again, for the eleventh year in a row.

Start your new year off in sunny Florida. New opportunities await you at this wonderful, well established art show. This fine art and fine craft show draws over 250 professional artists from around the country and was ranked in the 2019 top 20 on the list of Best Fine Art shows in the U.S. by Sunshine Artist Magazine and was named to ArtFairSourceBook.com's "BLUE CHIP 100" Fine Art Events for 2019.

Naples, Florida is home to a robust and successful tourism industry. The county saw 1.92 million visitors in 2019, a 5.8% increase over the prior year.

Held in the heart of downtown Naples, on prestigious 5th Avenue South, this show attracts art-savvy attendees surrounded by upscale shops and restaurants. The Naples New Year's Art Show benefits from the phenomenal Southwest Florida weather and the large number of seasonal residents arriving and shopping to refresh and restyle their homes with the addition of your fine art pieces. The quad setup for artists affords every artist a corner booth and great visibility. Show guests enjoy the set-up along 5<sup>th</sup> Ave South, which provides easy access to parking and other resources.

Subject to the latest health and safety guidance, artist amenities may include: Welcome reception, artist goodie bag, hospitality stations with water and snacks, and booth sitters

Naples Art has been at the forefront of the Arts & Cultural landscape of Naples since 1954. We believe art can change lives and improve communities. We are committed to developing tomorrow's artists and arts leaders, ensuring artistic expression is accessible to everyone and inclusive of everyone. We enrich Southwest Florida through the visual arts. We thank you for helping to fund our mission through the net proceeds of this art show.

## Contact Information

Maureen Roberts, Outdoor Shows Manager  
Naples Art  
585 Park Street  
Naples, FL 34102  
239-262-6517 x103  
Maureen.roberts@naplesart.org  
[www.naplesart.org](http://www.naplesart.org)

## Important Dates and Deadlines

- October 2, 2020 On-Line Application Deadline at [www.zapplication.org](http://www.zapplication.org)
- October 9, 2020 Jury Process Begins
- October 21, 2020 Status Notification Available at [www.zapplication.org](http://www.zapplication.org)
- **IMPORTANT:** November 11, 2020 Deadline for \$50 deposit per booth fee for accepted artists, after this date, we start pulling artists from our wait list
- November 11, 2020 Waitlist Acceptance
- **IMPORTANT:** December 4, 2020 Deadline for full booth fee payment for accepted artists
- December 4, 2020 Deadline Full Refund (\$50 deposit is non-refundable) for artist withdrawal (All refunds subject to \$25 processing fee)
- December 11, 2020 Artist Information Packet Emailed
- December 4, 2020 **No Refund Deadline** for artist withdrawal after this date

**Naples New Year's Art Show:** *January 2-3, 2021 (10am – 5pm)*

## Show Eligibility and Non-Eligibility Rules

1. All artwork submitted to the jury process, displayed and presented for sale must be designed and executed by the accepted artist. By applying the artist certifies that jury images submitted represent his/her original work, including both design and production.
2. Work displayed and sold at the Naples New Year's Art Show must be consistent with the work represented by the submitted jury images. We will have a Quality Control Committee member come by to inspect your booth to ensure compliance during the show.
3. Collaborating artists that produce a single product may qualify as a single exhibitor. Collaborations are defined as such:
  - a. Collaborations may not consist of more than two people.
  - b. The collaboration must be a true artistic collaboration rather than a business collaboration. For example:
    - i. Creative Collaboration – defined as two individuals working together from creative planning all the way to the execution of the completed work.
    - ii. Business Collaboration – defined as one or more individuals who help the artist by contributing effort to ease the production process, such as framing, printing, accounting, etc.
  - c. Collaborations must be clearly identified on the application and the collaborative efforts of each artist must be clearly defined in the artist statement.
  - d. Both collaborating artists must be present during all show hours.

4. No work solely created by apprentices or employees will be accepted.
5. Commercial agents, dealers, manufacturers or buy/sell vendors are strictly prohibited nor can they be proxies for artists.
6. Artwork created from commercial molds, mass-produced kits, embellished objects or other commercial methods or artwork produced in studios involved in volume production will not be permitted.
7. Work made from ready-made items like clothing, furniture, etc. with painted, dyed or added embellishments will not be accepted.
8. No work on display may be copies of masters, advertisements, or widely circulated photographs, this also includes any registered trademarks.
9. No posters, laser prints, t-shirts, postcards, calendars, cards or other promotional items will be permitted.

## Show Policies, Rules and Regulations

1. Acceptance is non-transferable.
2. The Art Show is a drug-free and alcohol-free environment.
3. Accepted artists must be present and in their booths during all art show hours. No agents, representatives, family members or friends are permitted as a substitute for the accepted artists' attendance.
4. Only work in the category accepted through the jury process is allowed to be exhibited. It is the exclusive right and responsibility of the Naples Art (NA) through recommendations by its Advisory Committee to remove work that is not in compliance with the art show policies and requirements.
5. Any artist closing his/her booth prior to the designated hours will not be permitted to return the next day and/or apply for participation in subsequent years.
6. Artists must comply with all safety requirements.
7. **All tents must be secured properly by use of weights.** Weights must be visible and a Quality Control Committee member will inspect each tent for weights during the show. Our City Fire Marshall requires at least 20 lb weights on each tent leg for a total of 80 lbs per tent. Failure to properly weight your tent will result in exclusion from the show, you will be asked to pack up and leave that day. You may rent weights from the NA, if available, at a cost of \$20 per set.
8. **Each tent must have a fire extinguisher.** A Quality Control Committee member will inspect each tent for a fire extinguisher as required for our permit. Failure to have required equipment may result in exclusion from the show, you may be asked to pack up and leave that day. You may purchase an extinguisher, if available, for \$20.
9. Tables must be covered and skirted to the ground with covers that are safe to pedestrian traffic
10. Artists may not smoke in their booths.
11. No 2-dimensional artwork displayed on the ground will be permitted
12. Setup and Breakdown procedures are handled by the art show in conjunction with local police and city policy and all artists must follow specific setup and breakdown directions in order to safely and efficiently enter and exit the art show.
13. Artists **MUST** park in designated artist parking area only. Your artist information specifies our parking requirements and failure to comply will result in disqualification from future art shows. Our City permit depends on our artists utilizing the required artist parking. There will be a parking committee member who is monitoring the downtown Naples area looking for parking violators.
14. Discount/sales signs, ribbons and awards from previous or other shows are not allowed.

15. Naples Art (NA) Booth Sign must be displayed.
  16. Adhere to all COVID-19 health and safety requirements as communicated.
  17. Participating Artists must maintain general liability insurance including bodily Injury and property damage liability in an amount not less than \$1 million for the duration of the Art Show.
- Each exhibitor is responsible for collecting and remitting 7% sales tax to the Florida Department of Revenue. For information:** [http://floridarevenue.com/Forms\\_library/current/dr15.pdf](http://floridarevenue.com/Forms_library/current/dr15.pdf)

## Health and Safety

The health and safety of the artists, Naples Art employees, contractors, volunteers and visitors is critical in our decision-making. We are taking direction from health experts and government officials, and using best practices gleaned from other outdoor events, and retail outlets to develop a modified site plan promoting hygiene and social distancing. Our footprint will allow greater spacing between artists to promote physical distancing, provisions for hand washing stations, and access to sanitizing gels.

Some of the safety considerations are:

- Increased spacing between artists to support distancing.
- The number of artists may be reduced to approximately 190 from 250,
- There could be controlled access for attendees to create a safe environment for everyone – this could be determined by CDC, state and local government guidelines.
- "Health screening" non-invasive procedures may be implemented for artist, and volunteers at check-in. Attendee "health screening" for those entering the show is being considered (could be based on controlled access).
- Mask wearing for artists, assistants, employees, volunteers, and contractor's mandatory.
- Maximum capacity restrictions within a 10 x 10 space may be implemented.
- Masks available for attendees.
- Placing hand sanitizer stations at strategic locations.

As January approaches, our planning will become more specific, and we will publish personal health and safety requirements for your review and compliance.

## Insurance

Participating Artists must maintain general liability insurance including bodily Injury and property damage liability in an amount not less than \$1 million for the duration of the Art Show. Participating Artists must provide proof of such insurance, listing Naples Art Association as an additional insured by December 4, 2020.

### Insurance Resources:

A reference guide to artist insurance can be found at the following url: <https://cerfplus.org/business-insurance-plans/>

The link to the above website is provided for convenience and reference only and NA takes no responsibility for the content of the website.

## Reproduction & Limited Edition Prints Policy

The mission of the Naples Art is to promote and advance education, interest and participation in the visual arts. To foster an appreciation and value of the arts in people of all financial and economic levels the Naples Art believes it is important to offer attendees the opportunity to buy reproductions of the participating artists' original work. By providing this opportunity it may encourage the purchase of original artwork in the future. This transition is possible only if buyers understand exactly what they are purchasing and the process behind it. Therefore, our guidelines for the exhibition of reproductions are:

1. Reproductions are an important part of your success as an artist. Creating unique and original works is an important part of your artistic growth and development. As an educational organization hosting shows, Naples Art is interested in both your success in business and development as an artist. For this reason, original work must occupy at least 50% of the artist's wall space.
2. Fine art reproductions must be clearly and individually labeled and signed on the front of each piece.
3. Reproductions must be on archival material and all work displayed in the booth must be for sale.
4. The method of reproduction and brief process description must be on the back.
5. No hand colored or enhanced reproductions will be considered "original" works; they will be considered reproductions
6. Browse bins may occupy only minimal space and must be aesthetically pleasing and not obstruct patron flow. All bins must be WITHIN your 10'x10' booth space not outside your booth.
7. Reproductions may not be mixed with originals in browse bins.
8. No laser prints or photo copies permitted.

Limited Edition Prints are works for which the artist hand manipulates the plates, stones or screens and which have been properly signed and numbered as a limited edition. These hand pulled prints are considered to be originals. Printmakers are encouraged to identify their process.

## **Jury and Exhibit Space Fees**

- \$35 Application Fee (Non-refundable)
- \$50 Per Booth Deposit Fee (Payable upon acceptance. Non-refundable. Exception: See COVID-19 Cancellation Policy)
- \$400 Balance Exhibit Space Fee (Payable by date due, upon acceptance)
- All Paid Parking Fees are non-refundable

## **Application Process**

All applications will be submitted online at <https://www.zapplication.org>. ZAPP® is free to participating artists and includes tutorials on YouTube. After reviewing our prospectus, show documents and the Tutorials, if you have any questions or need assistance with the application process contact the outdoor shows manager via email or phone. It is the responsibility of the artist to apply in the correct category. Failure to apply in the correct category may and will result in disqualification of the artist application. It is not the responsibility of the show organizer to ensure that an artist has applied in the correct category and that the artist has submitted all required information. It is the responsibility of the artist to ensure they read the prospectus and properly submit the required information, failure to do so will result in the application not going through the jury process and the artist losing their application fee. The application fee is non-refundable.

All applications require the submission of 4 images of the artist's work and 1 image of booth presentation. An artist may submit multiple applications in one medium but must pay a

separate application fee for each submission. When applying in two mediums, work in each must be substantially different and the required images must be submitted for each medium. A separate application fee is required for each application. If an artist is not accepted in a certain medium, they may not display that medium in their booth. An artist information statement is required and should convey to the jurors the process and materials used to create your work.

If paying with a check (US currency only), please send via US mail after the submission of your online application. **Applications will not be forwarded to the jury unless your jury fee is paid in full.** The non-refundable jury fee check will be deposited upon receipt.

All checks are to be made payable to "Naples Art" and sent to:

Naples Art  
Show Accounting  
585 Park Street  
Naples, FL 34102

Please note the show title on your check as we organize three shows.

### **Exhibit Space**

Spaces are 10' X 10' and work must be contained within the assigned space. Double booths are available for purchase and are 10' x 20'; **we do not allow jewelers to purchase double booths.**

**Please note: The Naples New Year's Art Show layout is designed for 250 artists. This outdoor show may be limited in capacity (to ~190 artists), relocated and/or subject to limited availability or closure, based on direction from health experts and government officials.**

**Due to social distancing** – do not set up your space larger than 10 x 10 or 10 x 20 (if double booth purchased). You may not infringe on another space physically or audibly. Exhibitors must have a white tent unless exempted by show director. All tables must be skirted to the ground. Proper tent weights and fire extinguishers are required by every participating artist. Only one artist's work or the work of two collaborating artists may be displayed per booth. Artist must keep their area clean and orderly.

Special booth space or special needs requests will be accepted but not guaranteed. Additional charges may apply. There is an opportunity to submit requests when accepting participation in the show or the wait list. NA reserves the right to design the show to accommodate our patrons, the artists and the NA.

During the show, all exhibitors will be visited by a Quality Control Committee member to ensure they are in compliance with our show policies. It is the exclusive right and responsibility of the NA through recommendations by its Advisory Committee to remove work that is not in compliance with the show policies and requirements. Non-compliance may result in expulsion from the show or refusal of future show participation. The Naples New Year's Art Show is a family-oriented event, and exhibits must be in keeping with this atmosphere. We take pride in our quality and established reputation.

## Jury and Selection Process

Our jurors' panel consists of independent jurors selected for their in-depth knowledge and experience in multiple mediums. A diversity of backgrounds and skills are sought, including working artists, educators, fine art and craft gallery owners, and museum directors/curators. It is the policy of the NA to select a new panel of jurors for each show to allow for a fresh perspective.

- The jury is a blind jury, meaning all applications are viewed anonymously and the jurors do not know the names of or any other information about the artists.
- Booth images should show your booth as it is set up for exhibition at an outdoor show with your work displayed. Your booth image should not show your name or have people standing in the booth.
- Our jury process is blind which means there should be nothing in your images or artist statement that identifies you.
- It is the responsibility of the artist to ensure they have read the prospectus and properly submitted the required information. Failure to do so will result in the application not going through the jury process and the artist losing their application fee.
- The application fee is non-refundable.

An equal number of spaces are allotted for each category based on the total number of booths available for the show. The artists accepted into each category are based on their total combined score of the jurors. The top scoring artists within each category are invited to participate in the show. The decision of the jury is based solely on the images submitted and all decisions are final.

Ninety percent of the exhibitor spaces will be selected through the jury process. The remaining 10% of the spaces may be filled by invited artists at the discretion of the Naples Art.

The work submitted by each artist is juried based on the criteria listed below:

- Artistic Merit: design, vision, creativity
- Craftsmanship/Technical Competence: technique, skill, degree of difficulty, mastery of materials used
- Marketability/Booth Presentation: presentation in a professional manner

Images from accepted artists will be retained for promotion and adherence to the rules.

A waitlist, by category, will be established based on jury scores.

## Notification and Fee Payment

Status notification will be available online at <https://www.zapplication.org/> on October 21, 2020. (Please keep your email address updated with ZAPP® to receive this information in a timely manner.) Accepted artists will be required to submit their **booth fee deposit and/or virtual exhibit space fee** by the **deadline date of November 11, 2020**. Accepted artists will be required to submit their **booth fee payment** by the **deadline date of December 4, 2020** for participation. If the fees are not received by the deadline dates, the artist is essentially forfeiting his/her participation in the show. Once the payment deadline has passed, we start calling people off the wait list to fill the booth spaces.

If paying with a check (US Currency only) please send via US mail before the November 11, 2020 deadline date. Include artist's name and name of show on your check.

All checks are to be made payable to "Naples Art" and sent to:

Naples Art  
Show Accounting  
585 Park Street  
Naples, FL 34102

If you have any questions regarding status notification or our payment process, please contact the show manager.

## Categories

Ceramics, Digital Art, Fiber/Leather, Furniture, Glass, Graphics/Printmaking, Jewelry, Metal, Mixed Media 2D, Mixed Media 3D, Painting, Photography, Sculpture, and Wood.

Ceramics – Original shaped and fired clay (including earthenware, porcelain, stoneware and terracotta), excluding jewelry may not be machine-made, mass produced or used as an embellishment on another medium. (For example, a leather handbag with clay balls for decoration.)

Digital Art – Signed, original work that could not have been created without digital technology created by the artist using a computer, printed with archival quality materials. This category includes scanned images of the artist's original photography work that have been significantly manipulated or enhanced into the final piece. Traditional photography taken with digital media should apply in the photography category.

Fiber/Wearable:

- Fiber: Original work created by the artist includes non-wearable artwork from fibers such as basketry, batik, weaving, tapestry and papermaking. Excludes jewelry
- Wearable: Includes clothing or leather goods, such as belts or purses that can be worn. No factory-produced items, regardless of additional modifications or enhancements by the artists may be exhibited. No tie dye or factory produced items are permitted. Excludes jewelry.

Furniture – Original work in any material which is functional as a piece of furniture.

Glass – Original work created in glass by the artist including blown glass, fused glass or stained glass. Excludes jewelry

Drawing/Printmaking/Graphics

- Drawing – Drawings are two-dimensional works on paper using one of the following: graphite, ink, charcoal, pastels, wax crayon, chalk and a variety of other marking media.
- Printmaking/Graphics – Printmaking is a transfer process of producing art, usually in multiples. It involves creating a drawing or other composition on a surface other than paper, for transfer to paper through the use of a press or through impressions made by hand.

Jewelry – All jewelry, whether the work is produced from metal, glass, clay, fiber, paper, plastic or other materials, must be entered in this category. No commercial cast, molds or production studio work is allowed. Failure for artists to apply in the correct category will result in disqualification. It is the responsibility of the artist to read the prospectus and apply in the correct jewelry category.

- Jewelry/Precious – Work made from materials including gold, sterling silver and precious stones, and enamel on silver or gold. All components should display a high degree of skill and original design.
- Jewelry/Semi-Precious – Costume jewelry or work made from non-precious metals or other materials such as glass, clay, paper, fiber, wood, leather, and polymer clay. All components should display a high degree of skill and original design. Beaders who present strong,



sophisticated design elements and not merely string purchased beads on string will be considered.

Metal – Original, non-jewelry metal work created by the artist without use of a production studio.

Mixed Media 2D – Includes collage and handmade paper; incorporates more than one type of media and has a relief depth of less than 1/8 inch, excludes jewelry.

Mixed Media 3D – Original, non-functional work which combines more than one material or media and exceeds 1/8-inch depth, excludes jewelry.

Painting:

- Painting: Oil/Acrylic – Creation of a still life, portrait, landscape, abstract or other subject matter on a flat surface such as canvas with a single medium including oil and/or acrylic paint or sticks; egg tempura; casein or alkyd.
- Painting: Watercolor – Creation of a still life, portrait, landscape, abstract or other subject matter on a flat surface such as watercolor paper with watercolors.

Photography – Signed prints created by the artist from his/her own original negative or digital files that have been processed by that artist or under the artist's direct supervision.

Sculpture – Original three-dimensional work created by shaping stone, or any other hard material, excludes jewelry.

Wood – Original hand-tooled, machine worked, built-up, turned or carved work in wood, excludes jewelry. Anything which can be used as a functional piece of furniture should be entered in the furniture category.

## **Materials and Techniques**

An Artist Statement describing the technique, materials, and processes used in the creation of your entire body of work must be included with each entry. Your Artist Statement may be used in the promotion of the show through public relations efforts and should be no longer than a maximum of 1000 characters (including punctuation and spacing).

## **Wait List Policy**

A wait list is selected from the jury scores in each category, and wait listed artists are invited as cancellations occur in that particular category. Wait list artists can be accepted up to and on the day of the show and will be notified **by phone or email** when a booth becomes available. We use the information provided on your ZAPP® account to contact for the wait list so please be sure your contact information is correct.

## **Cancellation and Refund Policy**

**Artist cancellations** must be made in written form and submitted by mail or email. Send emails to the Outdoor Shows Manager at [Maureen.roberts@naplesart.org](mailto:Maureen.roberts@naplesart.org).

**Artist cancellations** prior to December 4, 2020 will receive a full Exhibit Space refund minus a \$25 Processing Fee. Deposit Fees (\$50/booth) are non-refundable. No refund after December 4, 2020.

**Cancellation/Refund Exception: Death in the immediate family. Immediate family includes the following:** Someone's spouse, parents and grandparents, children and grandchildren, brothers and sisters, mother

in law and father in law, brothers in law and sisters in law, daughters in law and sons in law. **In cases of death: Refunds require a copy of the obituary.**

**COVID-19 Cancellation:** In the event that the "Show" is **prevented** without contributory fault or negligence of either party because of **COVID-19**, then obligations of the parties shall be suspended to the extent made necessary, and booth fees will be refunded. Neither the Artist nor the "Show" shall be liable to the other for any damages caused thereby.

In the event that the "Show" is **interrupted** without contributory fault or negligence of either party because of **COVID-19**, then obligations of the parties shall be suspended to the extent made necessary, and booth fees less deposit fees will be refunded. Neither the Artist nor the "Show" shall be liable to the other for any damages caused thereby

**Cancellation:** In the event that the "Show" is interrupted or prevented without contributory fault or negligence of either party because of war, act of God, fire, national or local calamity, national or local pandemic other than COVID-19, riot or civil disorder, any act or regulation of public authorities, or any unforeseen occurrence or labor dispute, including strike or lockout of employees, then obligations of the parties shall be suspended to the extent made necessary, and booth fees less deposit fees will be refunded. Neither the Artist nor the "Show" shall be liable to the other for any damages caused thereby.

### **No Show Policy**

Artists who have not registered and/or emailed (Maureen.roberts@naplesart.org) by 7:00 am Saturday (first day of show) will be considered a NO SHOW and the assigned space will be forfeited with no refund.

## Artist Agreement

I hereby submit this application to become an exhibitor in 25th Annual Naples New Year's Art Show. I agree to abide by the festival policies and regulations as established by the Advisory Committee and the City of Naples.

By submitting this application, applicant hereby and forever discharges the Naples New Year's Art Show, the Naples Art, and the City of Naples, of and from all manner of actions, suits, and damages, claims and demands, whatsoever in law or equity, from any loss and damage to the undersigned's property while in the possession, supervision or auspices of the Naples New Year's Art Show, the Naples Art, the City of Naples, their agents, representatives or employees.

I understand, and have full knowledge that this show may be limited in capacity, relocated and/or subject to limited availability or closure, based on direction from health experts and/or government officials and acknowledge the application fee paid is non-refundable.

In the event that the "Show" is prevented without contributory fault or negligence of either party because of COVID-19, then obligations of the parties shall be suspended to the extent made necessary, and booth fees will be refunded. Neither the Artist nor the "Show" shall be liable to the other for any damages caused thereby.

In the event that the "Show" is interrupted without contributory fault or negligence of either party because of COVID-19, then obligations of the parties shall be suspended to the extent made necessary, and booth fees less deposit fees will be refunded. Neither the Artist nor the "Show" shall be liable to the other for any damages caused thereby.

In the event that the "Show" is interrupted or prevented without contributory fault or negligence of either party because of war, act of God, fire, national or local calamity, national or local pandemic other than COVID-19, riot or civil disorder, any act or regulation of public authorities, or any unforeseen occurrence or labor dispute, including strike or lockout of employees, then obligations of the parties shall be suspended to the extent made necessary, and booth fees less deposit fees will be refunded. Neither the Artist nor the "Show" shall be liable to the other for any damages caused thereby.

I also warrant that the artworks submitted for jurying and the artworks to be shown were produced, solely by myself or in collaboration with the co-artist in the category in which selected. I also authorize use of the images submitted with my application or duplicates thereof for show publicity, documentation or archival purposes.

By being accepted and participating in the Naples New Year Art Show, I agree to grant a license to the Naples Art to reproduce electronically, in limited resolution, my original artwork for a period of up to eighteen (18) months beginning November, 2020. I retain full copyright of my original artwork. My images shall not be redistributed except as anticipated on the web site, show printed material, advertising and other show-related media, without the express written permission of me and the Naples Art.

The Naples Art reserves the right to make final interpretation of all rules.