



CALL TO ARTISTS AND PROSPECTUS
El Dorado Hills Arts Association 1ST Annual Fine Art Festival
Saturday October 14, 10am to 5pm

Description: EDHAA Fine Art Festival (resented by EDHAA, EDH Library and Friends of the Library Foundation. It's a new event, in a new environment for EDHAA artists to display and sell their artwork, AND demonstrate the importance of fine art in our community, an important goal of our partners.

Date: A 1-day event Saturday October 14, 2023, 10am-5pm

Where: Staged in the EDH Library parking lot and in the Community Room of the Library. Depending on participation, there will be 25-35 10x10 spaces in the parking lot. There will also be space available for 8-10 artists to set up in the community room of Library

Fee: The artist participation fee will be \$75. That money will be used primarily for promotion and staging the event.

Eligibility: Current members of EDHAA are eligible to participate. Be sure to make your membership current by July 31, 2023.

Set Up/Teardown: Set up will begin at 6:00am on October 14, 2023. Teardown will begin immediately after the end of the event at 5pm.

IMPORTANT DATES: Mark your calendars

August 15, 2023: Due date for completed applications. Mail to:

EDHAA Fine Art Festival, Attn: Bob Anderson, 1120 Penniman Drive, El Dorado Hills, CA 95762. Please include the following:

1. Completed Fine Art Festival application form with seller's permit number included.
2. Participation fee of \$75 payable to EDHAA, or pay on EDHAA website.
3. If a new or renewing member, include a membership application and separate check for \$35 payable to EDHAA.

If not sure about your membership status, please contact membership coordinator Sandy Allie at sandyallie@sbcglobal.net, to verify your membership.

On or before **August 15, 2023:** Email images of a work of art to Alison Yeadon at hello@aliyeadon.com

- Include **one or two** images of your work for possible selection for posters and flyers, the website, and other publicity and promotional purposes.

Image Requirements

For Photographers:

- Send the images of your work at 300 dpi, 1500 pixels on the longer side. No need to photograph the photograph.

For All Artists:

- If you're not sure how to create 300 dpi photos that are 1500 pixels on the longer side, please Google your camera or phone settings. Choose "large" or "extra-large". The Designer can adjust the size in Photoshop.

- Do not send images that are under 300 dpi, no matter what the size of the actual artwork. The photo needs to be 300 dpi for printing in posters or fliers for best results.
- Please try and crop your images appropriately.

For 2D Artists:

- Remove any glass in front of your work so there is no glare.
- Take the photo of just your art. Do not include the frame.

For 3D Artists:

- Important: Photograph your artwork on a neutral background, such as a big piece of white butcher paper or cloth. Since the images that will be in the brochure are small, any other kind of background will be too busy and can muddy the image of the artwork itself.

Very Important: Label each image with your Last Name, First Name, Title of Work, and Medium. It is important that your artwork is labeled correctly.

EXAMPLE: LastName FirstName ArtworkTitle Oil

LastName FirstName ArtworkTitle Watercolor

LastName FirstName ArtworkTitle Pastel

- Try not to take photos of your artwork with your cell phone. If you have no other method, then consider downloading these photos to your PC and proceed to edit and rename them to meet the image and labeling requirements.
- If the above requirements for your images are not met, they will not be chosen for our promotional purposes.

There may be additional details about of various aspects of the event as we learn more. Any important information will be sent out to the membership as necessary.