

**ART at The HART
2010 Artist Registration Form**

Contact Details

Full Name:	Mobile:
Telephone (Work):	Telephone (Home):
Address:	Post Code:
Email address:	Website:
Brief description of artistic work:	
<p>To help with the stall selection and location process you must send with this form visual examples of your work – photos (prints or on CD/DVD), and/or leaflets/brochures What material are you sending us (and please mark this with your name):</p>	

Will you require power? (NB: There is a fee of \$20 plus GST for each 10amp power lead that we provide to your stall)	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Are you willing to demonstrate your artistic abilities or conduct a workshop during the event? If you answer yes please provide a brief description of activity or demonstration:	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Do you have any specific requests or needs? (If we can't meet your request we will let you know during the stall selection process in August)	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Each stall holder is allotted a 3m x 3m marquee – the next available size is 6m x 3m. Do you require a 6m x 3m marquee? (NB: Fee for 6x3 is double the price for a 3x3 plus GST)	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Office use only:	Stall Number:.....	



ART at The HART Artists Market

INFORMATION AND CRITERIA

CALLING ALL South Australian Artists and Designers!

You're invited to register to participate in this "market style" event set along the picturesque waterfront promenade in Port Adelaide.

ART at the HART is a weekend festival which aims to support like minded, creative people.

Participants will be able to promote and sell their work, gain public exposure and network with other artists. Last year Art at the Hart was a great success, with thousands of people wandering through the open-air gallery enjoying the creative atmosphere – and buying strongly!

As there are a limited number of stalls available due to space restrictions - and an increasing demand for these - **registrations of interest must be submitted by Friday, July 31st.**

Once all registrations have been received, The Event Coordinator, Robert Petchell with advice and input from the Art at The Hart Reference Group will select the stallholders for the 2010 Market. All artists will be notified by post of the outcome by Friday, 3rd September 2010.

Event Details:

Saturday 4th December 2010 - 11:00am to 6:00pm

Sunday 5th December 2010 - 11:00am to 6:00pm

Location:

Harts Mill area - End of Mundy Street, Port Adelaide
Along the promenade in front of the Port Adelaide TAFE

For more information:

Log onto www.artatthehart.com.au or phone: (08) 8305 9700.

Criteria:

- All artwork or creative merchandise must be hand made or locally made
- Mass produced, imported products or imported art **will not be allowed**
- Will allow locally produced food or fresh produce
- All decisions regarding products, art and stall holders are solely at the discretion of the Event Coordinator.

How to Register:

Simply log onto www.artatthehart.com.au and download a registration form, or phone (08) 8305 9700 to have a form posted to you. Complete the form, with as much detail as possible and **fax** to (08) **8305 9701** or post to:

Art at the Hart - Registration
Port Partnership
21 Commercial Road
Port Adelaide SA 5015

How much does a stall cost:

Each stall holder will be required to pay a \$65 (plus GST) fee which is 50% of what it costs for each 3m x 3m stall with trestle table & chair.

(Do not send any payment with the registration form. Invoices will be issued upon confirmation of stall.)

If you request power for your stall this will require a further fee of \$20 (plus GST) as a contribution to the generator and power leads that we provide.

We encourage Artists to share a stall:

The stall hire fee is for a stall for 2 days – not for each artist. So we encourage artists to share their stall as this can often produce a better range of artworks and you can divide the time between you to be at the stall.

Set-up:

- Each stall must be set-up, on display and ready to begin business by 10.30am both mornings.
- You will be able to gain access to the event site from 8:00am each morning for set-up. You will also be able to setup from 5 – 8pm on Friday, December 3rd.
- All loading and unloading must be completed prior to 10:00am and after 6:00pm on both days of the market.
- Once loading and unloading has finished all vehicles must move to the allocated parking area - one FREE parking space will be made available per stall holder
- We DO have security personnel on guard overnight but can not and will not guarantee the safety of your work.

We will provide, setup & packup for you:

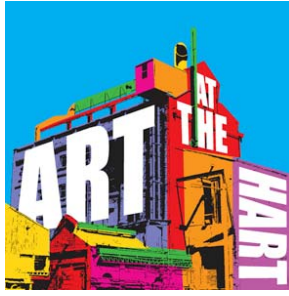
- One 3m x 3m marquee for shade. This is covered at the back and both sides
- One 2.4m trestle table & chair

(*10amp Power supply is available but limited to 18 stalls. Please ensure you indicate your requirement for this on the registration form.)

You will provide:

All your display equipment such as material to cover tables, hooks, racks, props etc and any extra tables or chairs that you may require.

Remember be inventive! How you display your product or promote yourself is up to you.



ART AT THE HART ARTISTS MARKET PORT ADELAIDE, DECEMBER 4TH & 5TH, 2010

ARTIST STALLHOLDER SELECTION CRITERIA

Why there is selection criteria

2010 will be the 5th year *Art at The Hart* - the increasingly popular SA based Artists Market will be held.

With limited space to accommodate a maximum of sixty eight (68) '3m x 3m' marquees and an increased number of Artists expressing interest to participate, a selection criteria has been prepared.

In addition, the Event Organisers are keen to ensure this event evolves, grows and refreshes to attract an ever-increasing visitor audience, to both the Market and the Port.

Who makes the decision on which artists are selected?

From June 1st to July 31st there is a well promoted call for Artists to submit an expression of interest on a standard application form. Artists have also been asked to submit images of their work which they intend to sell at the market.

The Event Coordinator will review the applications in August, in conjunction with the Art at The Hart 2010 Reference Group - a 6 member advisory group of Artists and those working in the visual arts & crafts industry.

The final selection will be made toward the end of August with all Artists notified by post of the outcome by Friday, 3rd September 2010.

The Selection Criteria!

The following, prepared in consultation with the Art at the Hart 2010 Reference Group, generally represents the elements of the selection criteria:

1. Original work created by SA based artists, whatever the cultural background and artistic influences and style.
2. Exciting and unique work which will appeal in an outside market setting.
3. Maintaining a good mix and representation of a range of art forms.
4. Some representation of local Artists from the Port Adelaide region.
5. Has the Artist been at the market for several years and exhibiting the same work? It is vital that the market provides an opportunity for new and emerging Artists and work.

The final selection of participating Artists will rest with the Event Coordinator taking into account the above criteria.

Unfortunately, due to the large number of registrations, it is not possible to offer a stall to all who register. If your expression of interest is not successful in 2010, we encourage you to certainly apply again for the following year!

Robert Petchell
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