

*The Mattie Kelly Arts Foundation presents a juried fine art festival at Henderson Beach State Park on the Gulf of Mexico. Hospitality is our number one priority. Staff and Volunteers work year-round to create a pleasant environment for artists to exhibit their work. We continually strive to make our festival an exceptional experience for both the Festival artists and the public.*

### **Rules of Participation**

*Before applying please make sure your work meets the following criteria. By applying you agree to abide by the rules, policies and decisions of the Festival.*

- All work must be original, handcrafted work.
- One a kind work is preferred and encouraged!
- No commercial reproductions or embellished commercial products are allowed.
- Prints cannot exceed 25% of overall exhibit. Work that does not correspond with the quality represented in their slides will be asked to remove their entire exhibit without refund.
- Artists may only show work in categories approved for that artist by the jury.
- All work exhibited must be the quality and type of work shown in the juried images.
- **Only artists accepted in the jewelry category may display or sell jewelry. No t-shirt or poster sales.**
- Each artist is responsible for collecting Florida state sales tax on sales during the Festival.
- Artist must exhibit and be present during the entire show to be eligible for judging. Judging will take place on Saturday, October 24.
- Cancellations prior to 9/11/09 will receive a refund less a \$10 administrative fee. No refunds after September 11, 2009.

### **Entry Fee**

- Application must be accompanied by ***two separate checks: \$30 non-refundable check for jury fee and \$175 for booth fee.***
- Make checks payable to MKAF, 4323 Commons Drive W., Destin, FL 32541.
- Each artist is limited to one application. Double booths are available for \$350.
- **EACH MEDIA REQUIRES A JURY FEE.**

### **Booth Size**

- All tents are provided by the artist and are required to be 10'x10'. All booth spaces measure approximately 12"x12' with about 8' of storage behind each space.
- Please provide weights as Henderson Beach State Park prohibits holes or staking in asphalt, protected dune areas or fencing.
- Artists are required to use substantial displays that withstand wind and crowds. Pop-up tents are highly discouraged as the beach venue can be unpredictably windy.

## **Digital Image & Slide Submittal**

### **Digital Images Preferred**

- Whether digital CD or slides: submit 4 images (3 of represented work, 1 of booth set-up)
- CD's should contain only jpeg files—300 dpi minimum, high quality, 5x7 in size.
- Please do not include your name on CD images.
- Digital images should show image of art alone, with no additional images & preferably not framed.
- Slides: 2x2 thin plastic or paper mounted with name at top of each slide.

### **Amenities and Services**

- \$8,200 in Festival awards.
- Available space for 100 juried artist tents.
- Artists are able to unload adjacent to their booth during set-up and teardown. Limited on-site parking.
- Booths have “behind the booth” storage.
- Private security on site from 6pm-7am both Friday and Saturday nights.
- Morning coffee and donuts available to artists Saturday and Sunday mornings.
- Booth-sitters available during Festival hours for short periods.
- Saturday night awards reception (ONE complimentary dinner ticket is provided only for each participating artist — additional tickets are \$5.00.)
- Live entertainment and bistro food court.

## **2009 Calendar**

**July 24** ~ Application & Poster Deadline

**August 10** ~ Acceptance/Notifications Mailed

**September 11** ~ Deadline for cancellation (see rules — less \$30 jury fee)

**October 23** ~ Check-in and set-up for artists by assigned times

**October 24 & 25** ~ Destin Festival of the Arts

Saturday 9am-5pm & Sunday 10am-5pm



For more information, contact the Mattie Kelly Arts Foundation  
at 850-650-2226 or email [info@mattiekellyartsfoundation.org](mailto:info@mattiekellyartsfoundation.org)