



# Prospectus

Notification Date: **March 19, 2018**

**Application Due Date:**  
**February 14, 2018**

**Application Fee:**  
\$35.00

**Late Application Due Date:**  
**February 21, 2018**

**Additional Late Fee:**  
\$20.00

**Show Dates:**  
May 19 & 20, 2018

The City of Beverly Hills warmly welcomes fine artists to apply to The Beverly Hills Art Show. This show has been sponsored by the City for 45 years, as of this October! The event attracts 40,000 or more spectators during the weekend, and takes place on the third weekend in May and October. All artists exhibit their work outdoors on the lawns of historic Beverly Gardens extending four blocks, from Rodeo to Rexford Drive, along Santa Monica Boulevard. It is one of the largest and most respected outdoor shows on the west coast, attracting artists from all over the country, and some of L.A.'s finest. In addition to original fine art, this two-day art show offers an outdoor dining area, wine & beer gardens, elegant music, and artist demonstrations. An artists' reception is held on Saturday evening after the show.

**In order to produce a high-quality art event for the public and for our selected artists, we do have some strict application rules!**

## **VETTING PROCESS**

Your artwork, as shown in 8 pictures of 8 different art pieces within a single media category, as well as a complete display photograph (or accurate, detailed drawing), are the major determining factors for acceptance. It should go without saying that you are submitting your artwork, and yours alone.

An independent jury panel reviews quality, originality and presentation of artwork in comparison with other applicants in the same media category. These jurors are art professionals, ranging from curators to artists; a new group of jurors is recruited for each show. Acceptance to previous shows NEVER guarantees acceptance to the current art show, as we are committed to presenting new artists just as much as we are to showing returning artists. If you are not accepted to this show, feel free to try again.

## **APPLICATION AND ACCEPTANCE FEES** (SUBJECT TO CHANGE)

The application fee is \$35.00

The acceptance fee is \$375.00

These 2 fees constitute the **only** fees and/or commissions which are charged by the City of Beverly Hills / Beverly Hills Art Show. **Please read this prospectus completely to make sure you qualify. Your application fee is not refundable.**

## **CATEGORIES**

**ALL artwork must fit the criteria for one of the following categories** and have been completed within the last four years. Entries in more than one category require separate applications. Booth sharing is prohibited unless both artists collaborate to create every piece! All artwork, of course, must be produced by the artist named in this application.

In all categories, 90% of artwork must be original; only 10% of all work can be prints, reproductions, giclées, OR original art in one other category. A print must be an original piece by the artist and signed/numbered. *Artists who do not adhere to this rule will not be allowed into future shows.* NOTE: **Wearable art (clothing or accessories) and household items are prohibited. The sale of notecards is prohibited.** *The long-ago established purpose of this event is to introduce and promote the sale of fine art to a discerning community.*

## Ceramics

All vessels must be hand-built or thrown by artist.

## Digital Media

Digitally or partially digitally generated art, including digital art that is embellished with paint or other techniques and photographs that are significantly altered using digital/computer techniques. **Must be numbered and signed individually, and must be a limited rather than an open edition.**

## Drawing & Traditional Printmaking (no posters)

**All prints must be hand-pulled or created in traditional print media and numbered individually.**

## Glass

All glass pieces must be hand blown or hand cut and fused by artist.

## Jewelry

Each piece of jewelry must be physically crafted from raw materials (metal, wire, glass, stones) by the artist. Metalsmithing, wire-wrapping, and stones or glass manually cut by the artist him or herself are acceptable methods of composition. No assembling or otherwise compiling of purchased stones, glass, beads or other components will be accepted.

## Mixed Media – 2D

Work which is physically similar to painting, drawing, or photography, but which is created using other materials or multiple materials.

## Mixed Media – 3D

Sculptural work which is composed of wood, metal, paper, batik, fiber, or other diverse or multiple materials. No wearable art is permitted.

## Painting

Oil and acrylic. **Only 10% of all work can be prints, including giclée prints. Must be numbered individually.**

## Photography

**All images to be shot by artist; all prints to be signed and numbered.** Commissioned services (i.e., family portraiture) must be secondary to prints offered for sale.

## Sculpture

All sculptures must be hand-built by artist.

## Watercolor

Includes gouache. **Only 10% of all work can be prints, including giclée prints. Must be numbered individually.**

## **UPLOADING YOUR ARTWORK IMAGES TO YOUR PORTFOLIO**

- All 8 images of your artwork should be high-resolution images (300 dpi).
- The sides of each image should be between 1900-4000 pixels long (but can be as small as 700 pixels. This smaller number of pixels is not preferred by staff!).
- Also, in naming each image file, use only alphanumeric characters. (Don't use symbols, like #&\*, in the names of the image files.)
- After you upload an image, please immediately click on "Add Details to this Image", and fill in the blanks (name of work, size of work, materials, etc.) This will help you later, we promise!
- Staff recommends that you submit your eight artwork images without watermarks (the signatures or other marks that artists sometimes place over their art).

**YOUR SPACE, AND YOUR BOOTH DISPLAY PHOTO OR DRAWING** - This is very important – please read carefully now.

- Spaces are at least 10 ft. deep X 12.5 ft. wide, normally greater, and all are on flat lawn.
- A photo (preferred) or accurate drawing of your display/set-up is required. You do need to think about exactly how you will set up this area, and what equipment you will use, and then produce a photo or a drawing based on your plan for the space. This is required.
- **Show staff seeks a clean, uncluttered, gallery-type look in art displays**
- **Show staff determines placement of artists based on display photos/drawings**
- Double canopies and double spaces are not allowed. You can request a larger space if necessary.

This link shows you photos and drawings - how some artists have displayed their work at this show:

[www.beverlyhills.org/artSHOWDisplays](http://www.beverlyhills.org/artSHOWDisplays)

## EQUIPMENT

The show does not provide booth displays, equipment, or tools to transport art - artists must provide their own display. Artists must bring all elements of their own display. If you cannot participate unless you can rent equipment, you will need to find a private rental vendor to assist you. Two important notes about your equipment/display: your canopy cannot be larger than 10' X 10', although spaces are always at least 10 feet deep by 12.5 feet wide. Open, uncovered grid walls are no longer permitted as they are unattractive and do not enhance artwork.

## EXHIBIT SPACE REQUEST

**We must inform all artists of the following: artists cannot be guaranteed the same space from one show to the next. If you cannot participate unless you have the same space from one show to the next, please do not apply. Unlike other shows, a space can be requested but there is absolutely no guarantee.** The Art Show Committee looks at several factors such as: visual impact, flow of foot traffic, and "shaking up" the look of each new show aesthetically. Again, show staff seeks a clean, uncluttered, gallery-type look in art displays. Show staff determines placement of artists based on display photos/drawings – stronger, bolder displays are more likely to be placed in corner spaces. Excess materials, like packing materials, etc., must be covered or hidden. Double canopies and double spaces are not allowed. You can request a larger space if necessary.

## BOOTH SHARING is not permitted.

Booth Sharing is not allowed, unless both artists in a booth have worked together to create all of the pieces within one single body of work (just one!) which are shown in the booth. If that is the case, the artists should apply together, with just one application, showing one single body of art.

## ARTIST ATTENDANCE

Each accepted artist is required to represent his or her work, and only his or her work, in person, on both days! This show is widely known for its friendly meet-and-greet atmosphere.

## PRICING

Please do not price your artwork higher just for this event, because of the name and location of the event. We do have many very savvy shoppers in this neighborhood!

## DEMONSTRATIONS

Demonstrations during the Art Show are encouraged, and selected demonstrators are highlighted in the event program. If interested, please call (310) 285-6836.

## YOUR STORY

Do you have an interesting story about how you came to be an artist, or a tale behind the art that you make? We would like to know. If you are accepted to the art show, we may want to share your story with the public through our social media platforms, news releases, or other promotional materials regarding the BH artSHOW. Please email [artshow@beverlyhills.org](mailto:artshow@beverlyhills.org) to share your story.

## AWARDS

The following awards will be presented at the show: 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> and two Honorable Mentions in each category. There are also Best of Show, Most Original, and Best Display of Art awards. Artwork is judged Saturday between 11:00 am and 4:00 pm. Names of award winners will be posted in many places, and a ceremony is held on Sunday.

## STATE BOARD PERMIT

California requires that you obtain a Temporary Seller's Permit before the show, if accepted. This free permit is **the only one required!** It is a state permit, not issued by us. To register, visit <https://efile.boe.ca.gov/ereg/index.boe> on this website page, the artist can click on the line in bold blue which reads "register a business activity with BOE". The phone number for the California State Board of Equalization is (800) 400-7115.

[www.beverlyhills.org/artshow](http://www.beverlyhills.org/artshow)

[artshow@beverlyhills.org](mailto:artshow@beverlyhills.org)

(310) 285.6830

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