THE BEVERLY HILLS ART SHOW

Spring 2023

May 20-21, 2023



The City of Beverly Hills warmly welcomes fine artists to apply to the Beverly Hills Art Show. The Beverly Hills Art Show attracts an estimated 40,000 patrons during the third weekends of May and October. This outdoor exhibit takes place on the grassy terrain of the historic Beverly Gardens Park along Santa Monica Boulevard. This show has grown to become one of the largest and most respected outdoor shows on the west coast, attracting not only the finest artists of Los Angeles, but globally as well. In addition to original art, this two-day show offers an outdoor dining area, a wine & beer garden with live music, artist demonstrations, and an artists' reception.

The May 20-21, 2023 show will take place from 10 a.m. to 6 p.m. on both days.
In order to produce an art event of the highest quality for the public and our selected artists, the City of Beverly Hills has implemented application standards.

VETTING PROCESS

Your artwork, as shown in 8 pictures of 8 different art pieces ***within a single media category***, as well as ***a complete set-up display photograph (or accurate, detailed drawing)***, are the major determining factors for acceptance. **You are submitting your artwork, and yours alone**.

- An independent jury panel will review quality, originality and presentation of artwork in comparison with other applicants in the same media category.
- These independent 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 that you are applying for, as we are committed to presenting new artists just as much as we are to showing returning artists.
- ***All artists must understand that the art/artists are selected for the event using qualified, independent art professionals. Unfortunately, not all applicants will be selected for the show, and the panel's decisions are final.***

APPLICATION and ACCEPTANCE FEES

The application deadline is February 14, 2023 and is $35 (non-refundable). Late application deadline is February 21, 2023 and is $55 (non-refundable). The acceptance/booth fee is $415. These fees constitute the only fees and/or commissions which are charged by the City of Beverly Hills/Beverly Hills Art Show.
**There is no charge for parking to any artist during official set-up, breakdown, and throughout the weekend of the show, when parking in City-designated locations.*

An artist may apply in more than one category, but ultimately will only be allowed to display in one category. If an artist is accepted in more than one category, art show staff will ask the artist to decide in which category they prefer to display. Each artist's space is for the display of ***ONE MEDIUM***, one body of work, ***WITHIN ONE CATEGORY***. Applying in two categories requires two separate applications, and therefore two separate application fees. Please consider this before applying in two categories. Should you be accepted to the show, you, as the artist, must be present throughout the entire weekend to show your work.

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 may be prints, reproductions, giclées, OR original art in one other category. All prints must be an original piece by the artist and signed/numbered. ***NOTE: Wearable art (clothing or accessories) and household items are prohibited. The sale of notecards is prohibited.*** 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!

Ceramics All vessels must be hand-built or thrown by artist.
Digital Art 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 individually.***
Drawing and Traditional Printmaking Drawing is defined as hand-drawn work on paper or on a similar 2-dimensional surface. Traditional Printmaking is defined as 2-dimensional work made using traditional printmaking techniques. 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 cut by the artist 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 may be prints, including giclée prints. 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. Prints must be numbered individually.***

UPLOADING your ARTWORK IMAGES

Your art images should be high resolution images of 300 dpi or greater. The longest side of any image should be at least 1400 pixels long, and no greater than 4000 pixels.
It is recommended that you submit your eight artwork images without watermarks



YOUR SPACE, and YOUR BOOTH DISPLAY PHOTO OR DRAWING

Please read carefully

Allotted spaces are a MAXIMUM of 13 ft. deep X 13 ft. wide on grass. Wall unit height may not exceed 8' tall. 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, 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 all displays, and determines placement of artists based on display photos/drawings.**

Here is a link which will show you how other artists have displayed their work at the show.
www.beverlyhills.org/ArtShowDisplays

The City has set forth designated move-in times for artists to mitigate disruption to the surrounding neighborhood as well as comply with City ordinances. Please see below for the breakdown of move-in times.

Designated Move-In Times
Friday 9:00am – 10:30am
Friday 10:30am – 12:00pm
Friday 12:00pm – 1:30pm
Friday 1:30pm – 3:00pm
Friday 3:00pm – 4:30pm
Friday 4:30pm – 6:00pm
**Move-in will end on Friday for all artists at 8:30pm

Saturday 7:00am – 8:30am
Saturday 8:00am – 9:30am
**Move-in will end for all artists at 9:30am as the show opens at 10:00am

If you have a set-up that takes an extensive amount of time to erect and to break down, please contact staff at artshow@beverlyhills.org to determine if your set-up is feasible for this event.
(Set-up must be completely broken down between 6 p.m. and 8:30 p.m., at the latest, on Sunday night!)

EQUIPMENT & SETTING UP

Artists must provide their own display equipment as the City does not provide booth displays, canopies, or other equipment. A private vendor will be available to assist artists in fulfilling some equipment needs for canopies, wall units, and other smaller items. Contact information for our rental provider, along with pricing, will be provided to all artists after acceptance. If you have questions, please email artshow@beverlyhills.org.

Artists may set up their display, including equipment and art, on Friday, the day before the show, or on Saturday morning before the show opens. Artists may request their preferred set-up time in the application. Artists who set up on Friday are also allowed to complete or touch up their displays on Saturday morning before the show opens. Although security is on-site throughout the entire weekend, show staff strongly suggests that artwork be covered and/or hidden from view when show is not taking place.

EXHIBIT SPACE REQUEST

Please consider, art show staff work closely with over 230 artists to successfully produce a high-quality show. Exhibit spaces can be requested however there is **NEVER** a guarantee. The Art Show Committee must take several factors into consideration such as: visual impact, flow of foot traffic, and the aesthetics of each new show. As mentioned, show staff seeks a clean, uncluttered, gallery-type display, and relies heavily on display photos/drawings provided by the artist.

ARTIST ATTENDANCE

All artists are required to represent their work, and only their work, in person, on both days. The Beverly Hills Art Show is widely known for its friendly meet-and-greet atmosphere, therefore there is no exception to this rule.

DEMONSTRATIONS*

Demonstrations during the Art Show are encouraged, and selected demonstrators are highlighted in the event program. If interested, please call (310) 285-6830.
*As we continue to adjust accordingly to the Covid-19 pandemic, scheduled demonstrations may be cancelled at any time to due to health and safety protocols.

AWARDS

The following awards will be presented at the show:

- 1st, 2nd, 3rd and two Honorable Mentions in most categories.
- Best of Show
- Most Original
- Best Display of Art
- Best New Artist

Artwork is judged Saturday between 11:00 am and 4:00 pm. Names of award winners will be posted next to the Main Information Booth, and awards will be announced during the artists' reception.

PERMIT + WAIVER/AGREEMENT FORM

California requires that you obtain a Temporary Seller's Permit prior to the show, if accepted. ***This free permit is the only one required!*** It is a State of California permit, not issued by the City of Beverly Hills or the Beverly Hills Art Show.
To register; **https://onlineservices.cdtfa.ca.gov/ /** - for questions, call the California Tax Administration at (800) 400-7115.

The City will send each accepted artist a “DocuSign” waiver/agreement form via e-mail which must be signed by the accepted artist in order to participate in this event. This agreement states that all artists will adhere to all show rules.



www.beverlyhills.org/artshow
artshow@beverlyhills.org

(310) 285.6830

Apply Now

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