



# 2024 Holiday Art Market

HART Dates: November 22 – December 29, 2024

## CALL FOR ENTRIES

**Last Day for Entries: August 25th, 2024**

**\*\*\*New Terms as of 2024/ 2025**

### **DESCRIPTION**

The 2024 Annual Holiday Art Market (HART) at Foothills Art Center (FAC) is the premier venue for fabulous fine arts and crafts handmade in Colorado. This is the 49th HART and will be open through the holiday season from November 22 – December 29, 2024. Admission is free of charge to the public. The Market attracts hundreds of shoppers. The sale grosses over 125 thousand dollars each year. Artwork by the selected artists is displayed attractively in a festive gallery setting.

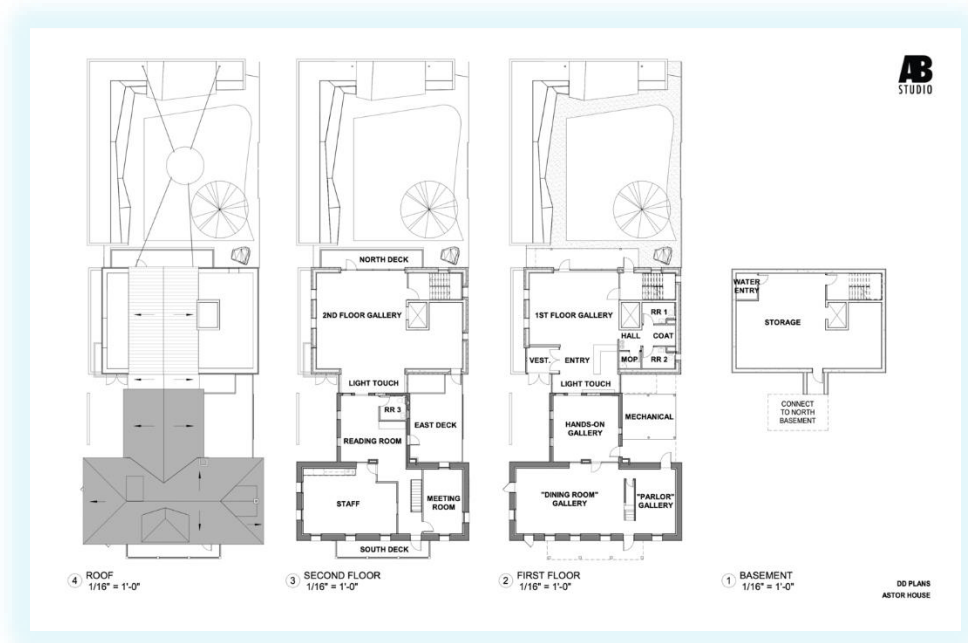
We are seeking fine art and craft in all media suitable for the holiday market: 2-D media, ceramics, jewelry, glass, fiber, leather, metal, wood, edibles (for pets, too), and holiday-themed items, including decorations, ornaments, and greeting cards. Artists are juried based on their body of work, and the artwork is accepted on a consignment basis.

All proceeds benefit local Colorado artists and Foothills Art Center programming.

## **WHAT IS FOOTHILLS ART CENTER?**

Foothills Art Center (FAC) is a 501 (c) (3) nonprofit organization located in historic downtown Golden, Colorado. For over 50 years, FAC has been devoted to inspiring and engaging the community through arts, education, and creative exchange of ideas. Our mission is to build stronger communities through art. FAC was founded in 1968 and is housed in the former First Presbyterian Church, constructed by pioneers in the Gothic style (1872). As of May 2024 Foothills Art Center has expanded to the historic Astor House in downtown Golden.

**\*\*\* HART this year will be in our newly renovated Astor House location at 12<sup>th</sup> and Arapahoe in Golden, Colorado. We will work towards a better-than-ever HART experience with beautiful new lighting and galleries. See the map below.**



**\*\*\* The Dining room and Parlor Galleries will not be a part of the Holiday Art Market.**

## **CALENDAR OF IMPORTANT DATES**

August 25, 2024: Last Day to Enter online (CaFE) entries

August 28, 2024: Jurying by the committee

September 3, 2024: Notifications sent via e-mail

September 9, 2024: Last day for accepted artists' contracts

September 13, 2024: Artist information and marketing packets sent via e-mail

October 13, 2024: Last day to submit inventory for sale

November 15, 16, and 18, 2024: Artwork delivery by appointment ONLY

November 22 – December 29, 2024: HART is opened to the public

January 4, 6, and 7, 2025: Pick-up of unsold artwork by appointment ONLY

February 1, 2025: Artist commission checks mailed (no partial or early payments)

## **ELIGIBILITY REQUIREMENTS**

- **All work must be original and handmade by the artist.** Commercially manufactured components will count against you in jurying. Commercial patterns and molds of any type will not be accepted (i.e., assembly of pre-made holiday crafts, purchased kits, etc.). *Reproductions of the artist's original work are accepted.*
- Historically, items priced between \$3.00 and \$650.00 sell best, especially items under \$50.00. We will accept work above \$650 but the artist may be asked not to bring specific work or quantities.
- 2D artists with higher price points on original works have seen great success with prints and cards. The display of some original work draws people towards their lower price point reproductions.
- Accepted work must be ready to display. All wall art must have a proper hanging mechanism—wire (ends wrapped), D rings, saw teeth etc. Artist is responsible for any mechanical failure of hanging hardware.
- At their sole discretion, any artist's item not meeting Foothills Art Center's criteria or standards will be removed from display and placed in back stock storage. Foothills Art Center is under no obligation to inform the artist if this happens. It is also at the sole discretion of Foothills Art Center staff to make any and all changes to the display of inventory in the Holiday Art Market.
- \*\*\*Items for men, children, and young adults have not been well represented in the past and are a priority of the jury to include.

## **ACCEPTANCE AND DELIVERY OF ARTWORK**

- ***The jury will evaluate the images by artist (sent via CaFE only) rather than by artwork; you could be accepted for one type of item and not another.*** The images submitted for evaluation should accurately represent the artwork you want to sell.
- Failure to meet deadlines listed above may result in disqualification.
- FAC will send accepted artists detailed information regarding delivery and pick up.
- All work must be *hand-delivered* to FAC during the window by appointment.
- At delivery time, artists must properly place price tags (provided by Foothills) on their artwork.
- \*\*\*NEW THIS YEAR\*\*\* Price tags can be picked up prior to delivery. Date to be announced.

## **SALES**

- All items are merchandised together into one market experience. FAC staff handles the installation and display of all artwork. We make every effort to keep artists' work together in a single location; these locations are first come first served based on delivery day. More details on this policy will be in the artist packet.
- FAC collects money and sales tax on all items sold.
- FAC retains a 50% commission on sales. Commissions retained by FAC are reduced based on volunteer hours (40% minimum.) Volunteers are needed daily during the market and also during special events. This year will tally all volunteer service with FAC in the year preceding HART. Please email [leslie@foothillsartcenter.org](mailto:leslie@foothillsartcenter.org) for more information on volunteering opportunities.

## **AGREEMENT**

- Submission of work to this jury process constitutes an agreement on the artist's part to the conditions outlined in this prospectus.
- FAC reserves the right to make final curatorial, installation, and marketing decisions.

- Images submitted may be used for marketing, educational, or archival purposes. As well as photos of the artwork on display.

## **HOW TO ENTER**

ONLINE ENTRIES: (*only online applications will be considered*)

1. Go to [https://artist.callforentry.org/festivals\\_unique\\_info.php?ID=9110](https://artist.callforentry.org/festivals_unique_info.php?ID=9110)
2. CaFE requires that all images conform to a specific format.
3. Pay the non-refundable fee of \*\*\*\$35. This serves to cover the overhead of the show's administration.
4. Submit 3 to 10 images that accurately represent your work and its display
5. Images submitted may be used for publicity and/or educational purposes.
6. For technical assistance with your entry, please see [www.callforentry.org/cafehlp.phtml](http://www.callforentry.org/cafehlp.phtml) or contact [cafe@westaf.org](mailto:cafe@westaf.org).

## **COMMUNICATIONS & NOTIFICATIONS**

*All correspondence and notifications with entrants will be done via email.* DO NOT RESPOND DIRECTLY TO MASS EMAILS; your message will likely get lost. That means all correspondence with me should be in a direct email. Please make sure that your contact information is correct. If you do not have an email address, it is advised that you create one before you enter. For further inquiries, email [eriq@foothillsartcenter.org](mailto:eriq@foothillsartcenter.org) (no phone calls, please.)