

	<b>JAN ETRE PRESENTS THE 1ST ANNUAL KPFA SUMMER ARTS FAIR</b>	
	<b>June 20 &amp; 21, 2015</b> 10 am to 6 pm both days	
	<b>Original Work Made By Hand</b> Exhibited By The People Who Make It	
	<b>CRANEWAY PAVILION</b> <b>Richmond CA Marina</b>	
<b>Art/Craft Booth Exhibitor Information &amp; Application. No Deadline.</b>		

#### .....FAIR NEWS.....

The First Annual KPFA Summer Arts Fair, [www.kpfa.org/craftsfair/summer](http://www.kpfa.org/craftsfair/summer), will be produced independently by Jan Etre, who has been the coordinator of the KPFA December Crafts Fair for 27 years. It will take place at The Craneway Pavilion on the waterfront in the Marina District in Richmond, CA, following on the heels of our very successful December 2014 fair, which took place for the first time at the same location.

#### ABOUT THE CRANEWAY PAVILION.....

- 1414 Harbour Way South, Richmond, CA 94804. [www.craneway.com](http://www.craneway.com).
- The Craneway's natural light is stunning. It has received numerous awards for its architecture. Its location on the waterfront and 180 degree views of the San Francisco Bay are breathtaking.
- Originally a Ford Motor plant, it was transformed in WWII for the war effort. On site is the Rosie the Riveter WWII Home Front National Historic Park Visitor Education Center which opened in 2012.
- It is 10 minutes by car from Berkeley, 5 minutes from the Richmond/San Rafael Bridge. It's accessible by public transit via BART and AC Transit. It sits on the pedestrian and bike-friendly Bay Trail.
- Parking will be FREE and plentiful. KPFA will run a free shuttle from the Richmond BART Station. Free bike parking will be provided.

#### ABOUT KPFA 94.1 FM RADIO.....

KPFA Radio is a non-profit organization funded mostly by listener donations. The Fair is a major annual off-air fundraiser. Two day admission ticket will be \$12 General (ages 18-64), \$8 Senior and Disabled, and Free for Youth.

#### .....BOOTH SPACES/COSTS.....

##### BOOTH FEES.....

- The fair layout has a total of 200 booth spaces, either 10'x10' or 10'x5'.
- The booth fee for an inline 10'x10' is \$625. A 10'x10' corner is \$700.
- The booth fee for an inline 10' wide x 5' deep is \$425. A 10'x5' corner is \$500.
- Exhibitors sharing a space pay half the booth fee plus an additional \$25 each.

##### EXHIBITOR PACKAGE.....

- Exhibitors will be completely responsible for their displays. Pipe & drape and extra electricity will be available to rent from the decorator. Tables will be rented from us and chairs are provided.

- Each booth space will come equipped with 500 watts of electricity.

- Wi-fi will be available but you'd be better off with using your own dataplan.

- The Building has a cement floor. You may wish to bring your own flooring such as carpeting.

- The skylights which run the length of the building in two rows let in a lot of direct sunlight when the sun is out. It's highly recommended that exhibitors bring parasols to shade themselves. Covering booths is not permitted by the fire marshal but market umbrellas would be permitted in booths that do not have walls. Cool, foggy days are perfect in this building.

- Parking for trailers and campers is available for the weekend in the parking lot. They must be registered with us to be parked overnight.

- Each exhibitor will have web presence for a year on [www.kpfa.org/summerfair](http://www.kpfa.org/summerfair). The 2014 site for this past December fair is up at [www.kpfa.org/craftsfair](http://www.kpfa.org/craftsfair). We hot link to your website from the Complete Exhibitor Listings.

##### PAYMENT OF FEES.....

- An application fee of \$25 must accompany your application. If you apply in more than one category, each subsequent application fee is \$15.
- We do not ask for a deposit or a booth fee until you have been notified of acceptance. Therefore, do not send a booth fee with your application.
- You will be billed when you are accepted and will then have two weeks to remit the fees.
- We are able to accept MC or Visa credit cards for payment of booth fees and application fees.
- KPFA will refund 50% of your booth fee if you cancel by May 20th at 8 am.

#### .....THE APPLICATION PROCESS.....

##### CRITERION FOR EXHIBITING.....

- Art and craftwork in any media is eligible. For the most interesting overall exhibition, we seek the greatest variety of expression in the work to be displayed.
- Exhibitors must display only their original handmade

fine art and craftwork.

- Exhibitors must not only be the designers/creators of the work displayed, but must also have their hands in the production of the work.
- All of the work must have been made in the United States.
- The creator of the work must be present at the Fair.
- It is unacceptable to display for sale imports, audio or video media, embellished purchased objects, and work produced from kits or commercial molds (work from original molds is acceptable).
- We encourage all traditional printmaking techniques, produced in numbered and signed editions, to be shown in the Fair. These include photography, etching, engraving, lithography, monoprinting, serigraphy, and block printing.
- Unaltered commercial reproductions, including offset lithographs, giclée/digital prints (except for photography), books, posters, notecards and postcards may be presented in bins or other supplemental display props, but they must not comprise more than 10% of your total display.

#### **SUBMITTING AN APPLICATION.....**

- Print out the Application - page 4 of this document - fill it out and return it by USPS to the address below.
- Deadline is a postmark of March 13th.
- Each application you submit must include 5 images of the work you intend to exhibit. Read on for the parameters for your application images.
- Each application must include a \$25 application fee, check made out to **JAN ETRE PRESENTS**, or a credit card number with the expiration month and year.
- Makers of Food Products and Body Products must send samples *instead of* the application fee.

#### **DIGITAL IMAGES.....**

- Each application must include 5 images, no more and no less, of current work you wish to exhibit at the Fair.
- If you have applied to a KPFA fair previously, your digital images are already on file with us, but please send new images if you have them.
- Images may either be burned onto a cd or a thumb drive.
- The images **MUST** be jpgs or pdfs, as we work on Macs. (Only jpgs and pdfs will open for both PCs and Macs.)
- As a guideline, the images should each be at least 1 MB, or approx. 5"x 7" at 300 dpi. If your images are not this large, they lose critical detail in the viewing. Be sure you are not burning thumbnails onto the cd.
- Be sure to label the CD with your name.
- It's fine to have more than one group of 5 images on a cd, but then please put each application group in its own folder before you burn the cd.
- Images must be of work not more than 3 years old.
- Do not send a booth image.
- Photos are acceptable only as a last resort. Slides are not acceptable.
- The work in the images you send must be in proportion to the work you intend to exhibit. This means that you may not send in 5 images of your finest pieces and then display a majority of lower-end items.

- High quality photography of your work is crucial for your visual presentation to make a favorable impression. A weak photographic presentation may make the difference between acceptance and non- acceptance.
- Images are used extensively for publicity purposes.

#### **NOTES FOR YOUR PHOTOGRAPHER.....**

- The background must be plain and neutral.
- The object must be photographed up close.
- Limit the number of objects in the frame to a minimum.
- Focus and exposure should be perfect.
- The images should not include your personal or business name or hang tags. Exceptions are signatures on artworks.

#### **MULTIPLE APPLICATIONS & BOOTH SHARING.....**

- An application must be submitted for each category in which you work. The Application Fee is \$25 for your first application; for each subsequent application the fee is \$15.
- Jewelry must have a separate application and may not be included with other categories.
- Multiple application forms may be mailed in one envelope. One check may be written for than one application fee. You may burn images for more than one application on one cd, but then please put each application group in its own folder before you burn the cd.
- Sharing booth spaces is encouraged. If you're seeking an exhibitor with which to share a booth, we will try to find a suitable boothmate for you.
- If you wish to share a booth with another exhibitor, each must submit an application. Each application is judged on its own merit, therefore each must be accepted. You may mail the applications in one envelope and burn both groups of images onto one cd, labeling the cd accordingly. Please indicate on your application with whom you would like to share a booth space.
- There is an additional fee of \$25 per exhibitor for those sharing a booth space, which will be billed upon acceptance.
- Makers of Food Products or Body Products are required to send samples. Because of the added cost of this, do not send the \$25 application fee. Do not send a cd with images but we would like a photo of your products, either mailed or emailed.
- A team working on one body of work may submit a joint application.

#### **.....ET ALIA.....**

#### **RESALE NUMBER AKA SELLER'S PERMIT.....**

All exhibitors must have a current and valid California Resale Number, permanent or temporary. The application form is BOE 400 SPA at [www.boe.ca.gov](http://www.boe.ca.gov).

#### **CONTACT.....**

For more information please contact Fair Coordinator Jan Etre at [events@kpfa.org](mailto:events@kpfa.org) (preferred mode), or call 510.848.6767 x 243, or write to KPFA Summer Arts Fair, 1929 MLK Jr Way, Berkeley, CA, 94704.

● It is very exciting for me to be producing this inaugural event! I eagerly invest my energy and 27 years' experience in creating this Fair based on the success of the December 2014 event.

● Our fabulous team will include Karin Conn promoting the event, Sally Phillips as KPFA Publicity and Liaison, and more wonderful and talented people already assembled to assist in producing and promoting the Fair.

● We all thank you for your creativity and dedication to your art/craft.

**KPFA RADIO - SINCE 1949.....**

Pacifists started the nation's first listener-sponsored, non-commercial, public radio station in Berkeley in 1949.

KPFA's mission is to encourage cultural diversity and pluralistic community expression; to contribute to a lasting understanding between individuals of all nations, creeds and colors; to promote freedom of the press & to serve as a forum for various points of view; and to maintain an independent funding base.

KPFA broadcasts on 94.1 FM and KPFB 89.3 FM, Berkeley, and KFCF 88.1 FM, Fresno, and on the web worldwide at [www.kpfa.org](http://www.kpfa.org). The signal is a very powerful 59,000 watts, reaching one third of the state.

Pacifica Radio, [www.pacifica.org](http://www.pacifica.org), owns the signal that KPFA broadcasts from, as well as signals in Los Angeles (KPFK), Washington DC (KPFW), New York City (WBAI), and Houston, TX (KPFT).



### BOOTH SPACES AND PRICES:

200's: 10'x 5' Inline \$425, Corner \$500  
 300's: 10'x10' Inline \$625, Corner \$700  
 400's: 10'x 5' Inline \$425, Corner \$500  
 500's: 10'x10' Inline \$625, Corner \$700  
 600's: 10'x 5' Inline \$425, Corner \$500  
 700's: 10'x10' Inline \$625, Corner \$700  
 800's: 10'x 5' Inline \$425, Corner \$500  
 900's: 10'x10' Inline \$625, Corner \$700  
 100's: 5'x9' \$400

Except the following:

101: 5'x12' \$500  
 102: 5'x12' \$500  
 103: 4'x15' \$450  
 104: 4'x15' \$450  
 107: 5'x15' \$575

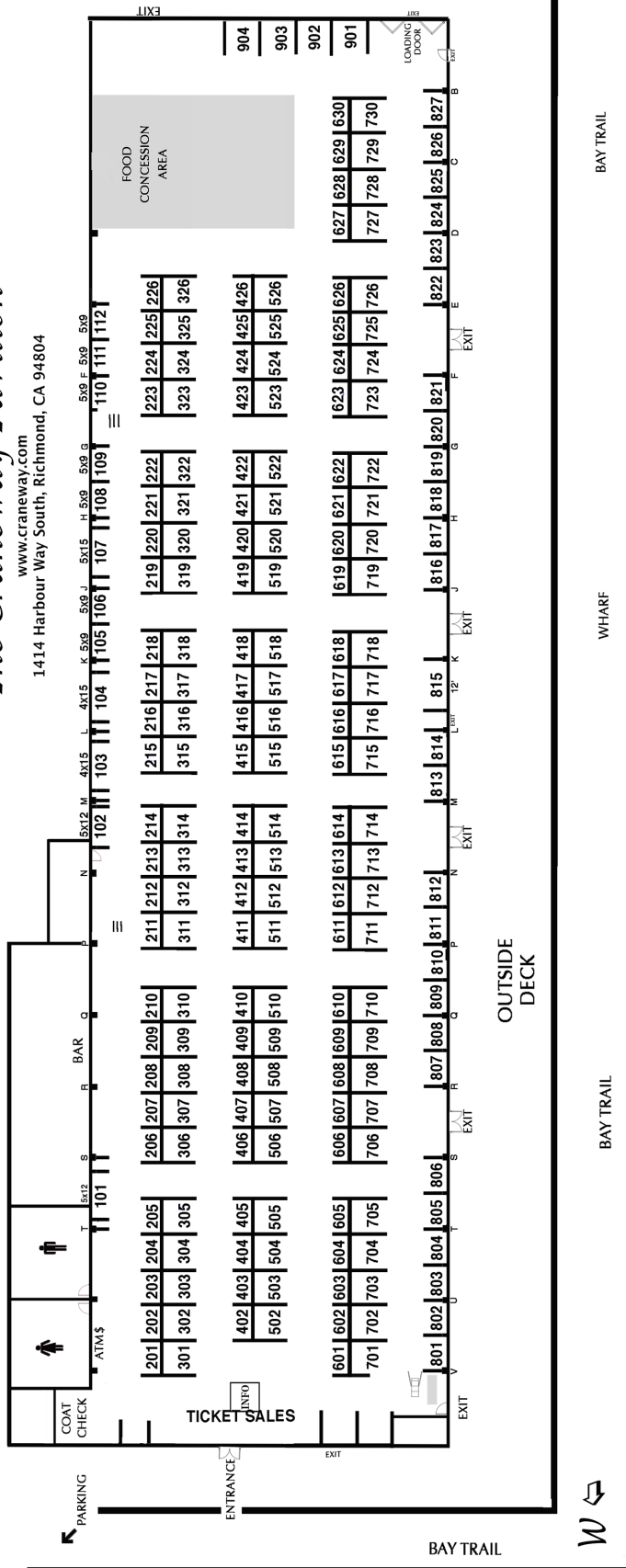
Do not request being in front of any doors unless you can tolerate the doors being wide open if it's hot and/or the building needs the ventilation of the breeze coming off the bay.

[www.kpfa.org/craftsfair/summer](http://www.kpfa.org/craftsfair/summer)

## The Craneway Pavilion

[www.craneway.com](http://www.craneway.com)

1414 Harbour Way South, Richmond, CA 94804





# JAN ETRE PRESENTS THE FIRST ANNUAL KPFA SUMMER ARTS FAIR

www.kpfa.org/craftsfair/summer

▲ JUNE 20 & 21, 2015 ▲ ART/CRAFT BOOTH APPLICATION ▲ DEADLINE OPEN ▲

First Name _____	Last Name _____
Partner's Name _____	Business Name _____
Mail Address _____	City _____ State _____ Zip _____
Phone 1 _____	Phone 2 _____
Email _____	Website _____

Put a 1 in your first choice, a 2 in your second choice, and a 3 in your third choice:

10x10 Inline \$625 ☐ 10x10 Corner \$700 ☐ 10x5 Inline \$425 ☐ 10x5 Corner \$500 ☐

Now list 3 choices for SPECIFIC BOOTH SPACES in EACH size and price you chose above:

Application fee is \$25. If you work in more than one Category you must submit an application for each. Second Application Fee is \$15. See "Multiple Applications" on Page 2. Check this box if you are sending in more than one app. ☐

Check this box if you intend to share with someone, and if so, with whom. ☐

First & Last Name: \_\_\_\_\_

**CATEGORY:** Indicate only one per application. If you work in more than one category, especially jewelry, you must submit a complete application for each. See "Multiple Applications" on Page 2.

- |  |   |   |
|--|---|---|
| 1. Painting<br>2. Printmaking<br>3. Photography<br>4. Paper<br>5. Mixed Media<br>6. Metal<br>7. Glass<br>8. Ceramics<br>9. Sculpture | 10. Wood<br>11. Toys<br>12. Other (Misc)<br>13. Non-Wearable Textiles<br>14. Accessories<br>15. Leather<br>16. Wearables, Fabric Design<br>17. Decorated Purchased Wearables<br>18. Weaving, Knitting, Crochet, Felting | <b>Jewelry has four sub-categories. Indicate one.</b><br>19. Metal: You are transforming raw metal; may include stone setting<br>20. Non-Metal: You are transforming a raw material; may include metal findings<br>21. Mixed Metal & Non-Metal:<br>You are transforming BOTH a metal and a non-metal material<br>22. Composed: Purchased materials, including beads, findings & wirework<br>23. Food Products - Makers in these two categories must send samples.<br>24. Body Products - Do not send Jury Fee. Include one PHOTO of the work. |
|--|---|---|

Exhibitors are required to not only be the designers of the work but must have their hands in the production of the work as well.  
PLEASE WRITE CLEARLY.

1. Give a 2 sentence description of you/your work. \_\_\_\_\_

2. What specific items do you make? \_\_\_\_\_

3. What materials are you transforming in your work? \_\_\_\_\_

4. What methods are you using? \_\_\_\_\_

5. What components of your finished work are you purchasing pre-made? \_\_\_\_\_

6. What is the price range of your best sellers? \_\_\_\_\_

The following question is for Promotion/Public Relations purposes. What can you tell us about you/your work that is unique, innovative or generally interesting that could be used in a feature story?

I hereby assure the JAN ETRE PRESENTS that I have read and fully understand and will comply with all of the information contained in this application.

Signed \_\_\_\_\_

Checklist: ▲ Application, all filled out legibly and SIGNED;  
 ▲ cd with 5 jpg images @ 1 mb each (minimum)  
 ▲ \$25 Non-refundable Application Fee, \$15 Second Application Fee.  
 Payable by check made out to JAN ETRE PRESENTS or CC (Visa, MC, AmEx)  
 CC # \_\_\_\_\_ ex: mo/yr \_\_\_\_\_

The application process is open until show is filled. Make application check out to JAN ETRE PRESENTS.

Address mail to: KPFA SUMMER ARTS FAIR ▲ 1929 MLK Jr Way ▲ Berkeley CA 94704

Do not send a booth fee with the application. Send multiple applications in one envelope; burn multiple app images onto one cd.  
 Fair Coordinator Jan Etre, email: jan@kpfa.org ▲ phone: 510.848.6767 x 243 (no fax) ▲ website: www.kpfa.org/craftsfair/summer