



**California Fine Art
Art Demonstration
Information & Studio Rules**

**2016 California State Fair
July 8 – July 24**

***** If you are interested in being an Art Demonstrator in the Fine Art Building
for the 2016 California State Fair, please contact the
Fine Arts Program Coordinator immediately! *****

Contact Information:

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Fine Arts Program Coordinator
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Fine Art Assistant
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California Fine Art Exhibit Dates: Friday, July 8 – Sunday, July 24, 2016

Exhibit Hours: Friday, Saturday & Sunday 10:00 a.m. to 10:00 p.m.

Monday, Tuesday, Wednesday and Thursday, 11:00 a.m to 10:00 p.m.

We've Moved! Exhibit Location: Building 5 - Expo Center

YOUR MISSION...

Is to show lots of people how art is made and to have fun! Many artists have told us that the very first place they ever saw a grown-up actually making art was at The California State Fair. You are following in the footsteps of demonstration artists in previous years whose names have become household words. We hope you enjoy yourself and enjoy showing your artwork and the techniques, tools and methods used to create it to the children and “kids at heart” who come to the fair.

THE STUDIO SPACE

There will be three demonstration studio spaces in 2016. Each of these spaces will be approximately 8'x8' and will have at least two walls for the display of hanging artworks. The space will also include one or two wooden display/work counters. The counters have shelves that may be used for storage of supplies. Each space will have at least one electrical outlet (110v) and we provide folding chairs, but you may want to bring your favorite work chair or stool. Other than these items, Demonstration Artists are asked to provide all equipment such as tables, easels, and stools or chairs needed for your temporary studio, as well as all tools, materials and supplies required to create their artwork.

DISPLAY, SIGNS AND HANDOUTS

Demonstrating Artists are encouraged to display their artwork, but keep in mind that you will only have a small area so **keep it simple**. You should bring with you everything necessary for appropriate and safe temporary installation (tools, fasteners, etc.). The walls are painted plywood and they are very hard. We highly recommend sharp screws (drywall screws work very well) and a power drill. We ask you to be considerate of the artists who may follow you in the same studio space and therefore, remove all nails and/or screws and leave the walls and counters undamaged and the space clean when you depart.

You may display a sign with your (or your group's) name and any other information that applies to your demonstration. Remember that the Demonstration Studios are set amid an exhibit with a distinctive gallery / museum atmosphere. We ask that you to keep this atmosphere in mind when planning your sign. If you plan to display a banner, please contact us for advance approval.

Demonstrating Artists are encouraged to offer business cards, brochures, or other informational materials as handouts to potential clients who may wish to contact them in the future. You must submit these materials in advance for approval. You may offer this collateral material only at your demonstration studio. You may not use the California State Fair Logo on any marketing or promotional materials without written permission.

COMPUTERS

There may be no internet available in the building. If a computer is a part of your demonstration or presentation, you are responsible for securing it during the time the building is open to the public as well as overnight.

SALE OF ARTWORK

Although we offer no compensation for participation, we understand that we are asking artists to make an investment of time, materials, and effort. Therefore, we give Demonstrating Artists the opportunity to display and sell finished works and levy commission of 35% only on sales exceeding \$500 (not including sales tax). Demonstrating Artists are responsible for collecting and reporting State and Local sales taxes on their sales, but we are required to keep a record of the artists' Resellers Permit number and forward that information to the California State Board of Equalization. We will also ask you to fill out a "Sales Report" form for our records. You will be billed for our commission if applicable.

SALES TAX

You are required to report to us on California Board of Equalization form 410d if you have a Sellers Permit (and the number), or if your sales are exempt (and the reason) or if you will not be selling your artwork. *If you have a Sellers Permit, you must, per your Letter of Understanding, keep a copy of it or form BOE410d in your demo studio at all times.* You are responsible for payment of any sales taxes due.

INSURANCE

Insurance is the responsibility of the exhibitor / demonstrator. California State Fair does not insure Demonstrating Artists, their equipment, tools, materials, artwork or display items and takes no responsibility for any injury, loss, or damage that may occur.

If you are a company or a registered non-profit organization, we do require that you have liability insurance. We will provide you with specific certifications and endorsements required from your insurance company.

AMERICANS WITH DISABILITIES ACT (ADA)

Make sure that your demonstration area is wheelchair accessible and that you provide any assistance necessary to those who need it. Every event and exhibit at the California State Fair will comply with the ADA of 1990 which prohibits discrimination on the basis of disability, as well as all applicable regulations and guidelines issued pursuant to the ADA. For more information, please visit the ADA website: www.ada.gov.

MOVE-IN

Move-in and move-out will be in the mornings only. You may drive your vehicle to the door of the exhibit hall (Building 5 in Expo Center) to unload / load your materials and supplies. However, no private vehicles are allowed on the Fairgrounds from one hour prior to fair opening. The parking area designated for your use is some distance from the exhibit hall; therefore, arrange to arrive early, unload your materials and supplies, move your vehicle to the parking lot and then return to set up your display. **Monday through Thursdays the Fair opens at 11:00 a.m. – this means vehicles should be moved before 10:00 a.m.**

MOVE-OUT

Since another artist or group may be occupying the same studio space after you, we ask that you please pack up your display, materials and supplies the last night you are there. The next morning, you will drive your vehicle right to the door of Building 5 and load it. All vehicles must be off the fairgrounds 1 hour prior to the time the fair opens.

STUDIO HOURS

We expect artists to be in their demonstration studios, actively producing artwork, and available to answer questions for the majority of the time that the exhibit building is open. However, also encourage reasonable meal and rest breaks. We will provide a sign, "**Artist on Break, Back at: (time)**" to be displayed if your studio will be unoccupied for any length of time. During your breaks, you are responsible for the security of your materials and any other items in your studio. We also ask that you refrain from eating in your studio space as we prohibit Fair visitors from bringing food or beverages into the building. You may keep water, coffee or other beverages in your studio for your own consumption; however, no alcoholic beverages are permitted.

MATERIALS

Demonstrating Artists are responsible for the safe storage and, when needed, disposal of all supplies and materials necessary for producing their artwork. Solvents, fixatives, and other materials deemed toxic or harmful may not be disposed of on Fair premises. There is access to a "clean-up" sink in the building. However, it may not be used for disposal of toxic or hazardous materials (including oil paint and solvents used with oil paints). *Please do not leave your supplies or tools out when you leave the demonstration studio space. Put them out of sight and out of reach of the curious or the mischievous.*

No use of open flame is permitted inside the exhibit hall or within 20 feet of any building or temporary structure (tent, trailer, etc.).

FORMAL AGREEMENT

Once you have given verbal agreement to participate and your schedule is set, we will send you several forms that must be filled out and returned immediately including a "Letter of Understanding" (LOU) spelling out the details of your participation, a Sellers Permit (BOE 410) form if you plan to sell artwork, and a Megan's Law form. We cannot issue your entry credentials until we get your signed Letter of Understanding and these forms.

ADMISSION CREDENTIALS

The Fair will supply each demonstration participant with credentials (gate and parking passes) for the days of the demonstrations. Credentials are only for demonstration studio participants. Any attempt to sell, exchange, barter, or give away any credentials issued by Cal Expo is prohibited. Anyone found doing so will be required to pay for all credentials that were issued to them and may be subject to further actions including any legal remedies or actions available to Cal Expo. Credentials will not be issued until signed letter of understanding and all forms (Megan's Law, BOE410d) have been received. Credentials will be mailed to you prior to the opening of the fair or you can pick them up if you make an appointment to do so.

DELIVERY PERMIT

If it is needed, we will also supply a "Delivery Permit" for access to the fairgrounds required to move in (and out) materials and supplies. Access to drive onto the fairgrounds is limited to specific hours prior to the fair opening. See "Move In" page 3.