

# Paradise City Spring 2011 Application Form

**Marlborough, MA: March 18, 19 & 20 ❖ Northampton, MA: May 28, 29 & 30**

❖ **Please review Page 2 before mailing your application** ❖

## ARTIST INFORMATION: (Please print clearly)

Artist Name(s) \_\_\_\_\_ PCAF 5 Digit ID# (if you know it) \_\_\_\_\_

Business Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP/Postal code \_\_\_\_\_ Country (outside US) \_\_\_\_\_

Home Phone \_\_\_\_\_ Studio Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

## IMAGE DESCRIPTIONS:

My images and descriptions are already on file.

**List object, technique, materials and size.** Please be as informative and complete as possible in your descriptions.  
If you need more space, you may attach a single additional sheet.

Image #1

Image #2

Image #3

Image #4

Image #5

**MEDIA:** Please check only **ONE** category that best describes the majority of the work you plan to display.

### Art and Sculpture

- 2D Mixed Media (including collage)  Works on Paper  
 Painting  Photography  
 Sculpture (in any media)  Digital Art

### Furniture and Home Furnishings

- Basketry  Glass  
 Decorative Fiber  Furniture  
 Metal  Wood  
 Mixed Media  Ceramics

### Fashion and Jewelry

- Wearable Fiber  Jewelry  
 Leather

## INDICATE the SHOW(S) you are applying to:

Marlborough, MA Royal Plaza Trade Center  
March 18, 19 & 20, 2011

Northampton, MA Three County Fairgrounds  
May 28, 29 & 30, 2011  
*Memorial Day Weekend*

Northampton only:  
Number in order of preference

Indoor booth  Tented booth

**Postmark Deadline: September 8, 2010**  
**Notification mailed by October 1, 2010**

**Did you enclose...?** Completed application, payment, your images and descriptions ?

Send completed applications to: **Paradise City Arts Festivals**  
30 Industrial Drive East, Northampton, MA 01060  
800.511.9725 ❖ 413.587.0772 ❖ [www.paradisecityarts.com](http://www.paradisecityarts.com)

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Marlborough, MA: March 18, 19 & 20 ❖ Northampton, MA: May 28, 29 & 30

## GENERAL INFORMATION:

- ❖ Include the application processing fee of \$30 for one show, or \$45 for two shows, payable to Paradise City, Inc.
- ❖ Please complete the Application Form, and indicate which shows you are applying for by checking the appropriate box(es).
- ❖ Please review the 'About Image Submissions' section below. If you are not using the images that we have on file, send 5 new images proportionally representative of the work you plan to show. If you are applying in two unrelated media, an application must be submitted for each media.
- ❖ **If you plan to show any jewelry in your booth**, you must include a representative number of images in your presentation, or a separate application for jewelry.
- ❖ If submitting slides, label them with the number (1-5) corresponding to the description on the Image Description Form; put your name on the bottom, and clearly mark the top front of each slide. CDs should be labeled with your name.
- ❖ Enclose a self-addressed stamped envelope for return of your slides, if submitted, with appropriate return postage. Digital media will not be returned.
- ❖ Images of selected exhibitors and alternates will be retained for publicity until after the shows.
- ❖ **Application Postmark Deadline:  
September 8, 2010**

## ABOUT IMAGE SUBMISSIONS:

Paradise City will accept image submissions in digital format sent by postal mail on a CD-R disk (No floppies, Zip or CDRW disks). Please save your image files as uncompressed JPG files only. The recommended size is 300dpi @ approximately 5" x 7". **Name your images with the number 1 – 5 corresponding to your descriptions (example: 1.jpg)** Please note! No digital submissions for jurying may be sent by email.

You may also submit your images as slides. Slide submissions are juried in the same way as digital. Using a state-of-the-art scanner, your five slides are scanned at a high resolution into our computers.

Your five images are placed on a single page in our database, with your number one and two images on top and three, four and five on the bottom row. When we meet with the jurors, the computer is connected to the latest technology in projectors and all five images are projected at once - beautifully! - onto a large screen.

**Please note:** If you applied to any 2005 or later Paradise City show, and you're happy with your most recent jury presentation, **you no longer have to send in images or descriptions.** Simply indicate "my images are on file" on the application form, enclose a check for processing, and we'll just process the application itself. If you've completed new work in the meantime that you think will give us a better idea of where you are artistically, then feel free to send in your new images. You may also consider sending new images if you haven't done so in some time, as our publicity often focuses on the most current works in our image files.

## Be sure to ENCLOSE!

- ❖ Completed application form.
- ❖ 5 images, numbered to correspond with your descriptions, unless your images are on file.
- ❖ \$30 for one show or \$45 for two, payable to Paradise City, Inc.
- ❖ Self-addressed envelope for return of your slides, if submitted, with appropriate return postage. **Digital media will not be returned.**

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