

PROFESSIONAL ASSOCIATION OF VISUAL ARTISTS

www.pava-artists.org

twenty second annual
Cool
artshow

www.coolartshow.com

Show Dates
July 17-18

Postmark Deadline
May 1, 2010

The Cool Art Show will be held at **The Coliseum**
535 4th Avenue North in Downtown St. Petersburg, FL 33701



General Information

Entry Fee:

The fee for a single/shared artist(s) in a 10' X 10' space is **\$175**. A limited number of 14' X 15' premier spaces are available for **\$200** on a first come first served basis. Premiere spaces are elevated areas with two steps leading up into an alcove.

There will be NO refunds after the acceptance. Acceptance to participate is non-transferable.

Conditions of Entry:

Only PAVA members in good standing may apply for inclusion in the Cool Art Show.

Membership application and payment **MUST** be completed and mailed separately from the Cool application (see PAVA website for membership information).

All artists (single and shared) must include a separate application, which may be photocopied, along with three (3) digital files of work and one (1) digital file of booth set-up. Digital entries on CD only, labeled with artist's name.

Artists must include an image ID sheet with name, address, email and phone number; and include title, size and medium for each image.

Image Specifications

PAVA requires that you submit your images **to PAVA** on a CD, using the same format that is now used for other shows.

You will find the formatting specifications at https://www.callforentry.org/image_prep.phtml#resources.

Once at the website section on "Image Preparation" scroll down to "Digital Imaging Tutorials and Resources" which is very helpful.

JPEG files not to exceed 1.8 MB.

Deadline: Friday, May 1, 2010

Entries must be postmarked by Friday May 1, 2010.

Show Hours: Saturday, July 17, 10:00 am to 5:00 p.m. and Sunday, July 18, 10:00 am to 5:00 p.m.

Contacts: Connie Parkinson 727.709.4069
Susan Gehring 727.736.2466

Ronnie Stewart 727.415.5668
Barbara Hanson 727.539.8901

Set-Up:

Friday, July 16

Saturday, July 17

Sunday, July 18

Commence at 9:00 a.m. and conclude at 4:00 p.m. Artists must leave Coliseum at 4:00

Begins at 7:00 a.m. and be completed by show time at 10:00 a.m.

Doors open at 8:00 a.m. for artists

Electricity:

If an artist requests **additional** lighting for their booth/premiere space, the Coliseum will charge for the hook-up.

The cost is \$48.15 prior to show date prepaid with application...day of show cost is \$64.20.

Take-Down:

Begin immediately after closing at 5:00 p.m. on Sunday, July 18.

Reproductions:

Reproductions of original artwork (photo offset, letterpress, photocopy, gravure, giclees, IRIS or ink jet prints) may be sold, but each individual piece must be clearly labeled with the words, "REPRODUCTION." Not more than one fourth of wall display space can be devoted to reproductions. Work exhibited must be contained in the assigned space. No mass produced, machine made, or commercial items such as T-shirts, books, note cards, assembly line furniture, kit jewelry, ceramics or metal cast from commercial molds. Only craftspeople and artists displaying their own original work may participate.

Sales Tax:

Each artist is responsible for collecting and remitting sales tax to the Florida Department of Revenue. Sales tax is seven percent (7%).

Space:

Exhibit spaces will be approximately 10 by 10 feet. Limited premiere spaces are 14 by 15 feet. The outside of display panels can only be utilized with the permission of the neighboring artist.

Special Notes:

No open flames and no animals, other than seeing eye dogs, are allowed in the Coliseum.

Artist Meals:

Free artists' breakfasts will be served in the balcony - Saturday and Sunday.

Saturday Night Dinner - \$15 per-person prepay with application



