



Bath House  
CULTURAL CENTER

# art mart

2011 Spring Art Mart – April 15-17, 2011

## ART MART • Rules and Guidelines

**Please keep a copy of these rules for your reference and submit only the application form (PAGES 4-6) along with your booth fee and photographs.**

---

### • ABOUT THE ARTMART

The *Art Mart* is hosted by the Bath House Cultural Center in the Spring and late Fall of every year. Each event features 35+ vendors working in a variety of media, including: painting, sculpture, photography, ceramics, pottery, mixed media art, jewelry, mosaics, glass and other media. The proceeds of the Art Mart and art silent auction benefit the Bath House Cultural Center's year-round visual and performing arts programs.

The Bath House Cultural Center is a facility of the City of Dallas Office of Cultural Affairs that is dedicated to fostering the growth, development and quality of multi-cultural arts. The center emphasizes innovative visual and performing arts as well as other multi-discipline events throughout the year.

### • SUBMITTING APPLICATIONS

Artists who are interested in being considered for this sale must fill out an *Artist Application Form* (pages 4-6) and return it to the Bath House Cultural Center by **Saturday, March 19, 2011**. Applications must be received by 5 PM. Materials received after March 19 will be disqualified even if they have a postmark dated before the deadline. Booth fees and photographs of artwork are to be included with the application. Please read all the information contained in the application carefully. Signing and submitting the form implies agreement to terms and conditions stated in the application. Contact the Bath House Cultural Center if you have questions or need assistance filling out your form.

### • JURYING OF ENTRIES

All the entries will be reviewed by a Selection Committee, which will select the artists for the art sale. The Selection Committee bases its selections on a number of factors, which include among other things the quality and uniqueness of the artwork and the price of items to be sold. The committee seeks to maintain a well-balanced representation of artists and media in order to provide a diverse marketplace for art patrons. The committee's selection is final and undisputable.

**NEW:** Artists must view the results of the selection process at the end of the day on **Thursday, March 24, 2011** at the Bath House Cultural Center's online News Center at <http://www.dallasculture.org/bathHouseCultureCenter/pressRelease.asp>. A pdf document including the list of selected artists, booth locations, and additional information will be posted on this page. The name of the document will be SPRING ART MART SELECTED ARTISTS.

### • APPLICATION DEADLINE AND NOTIFICATION

**Applications deadline: Saturday, March 19, 2011** by 5 PM (not a "postmark" deadline). Late applications will not be considered.

**Online Notification of acceptance:** Thursday, March 24, 2011 at <http://www.dallasculture.org/bathHouseCultureCenter/pressRelease.asp>.

### • **BOOTH SPACES**

Booth spaces will be available in five areas of the building: the main gallery, hallway gallery, south gallery, lobby, and theater. Spaces are of various sizes. Artists are not allowed to hang art on the walls of the lobby and theater. Artists choosing these two spaces must display their works on panels or tables/pedestals.

### • **BOOTH FEE STRUCTURE AND PRICING**

Please refer to application and booth charts to see the available size, location, configuration, and price of each booth. When submitting applications, artists should request their **top two choices** for the booth they desire. Final assignment of booths, however, remains the decision of the selection committee. Artists' two choices must not be booths located in the same area of the building.

Booth fees are to be included with the application. Checks must be payable *in the amount of the highest priced booth* of the artist's top two choices. If a lower priced booth is granted to the artist, the Bath House will reimburse the fee difference to the applicant. Booth fees are technically considered a deposit fee. The Bath House will deposit the checks of the artists whose applications were accepted after they have been notified. The Bath House will mail back checks to the artists whose applications were not approved.

No one will be allowed to setup his/her booth until that vendor's booth fee has been received and successfully processed by the Bath House Cultural Center. In the event of a returned check, the applicant will not be allowed to participate in the event and his/her space will be assigned to another artist.

### • **TABLES, DISPLAYS AND EQUIPMENT**

Artists must provide their own equipment for the display of their artwork (panels, chairs, electrical chords, extra lighting, tablecloths, etc.). Tables (6' x 32") can be rented for \$10. Adequate lighting will be provided in all booth spaces, but artists are welcome to providing additional lighting setup on their own.

### • **SHARING OF BOOTHS**

Subleasing or sharing of booth space is not allowed. Multiple artists who represent one single art company are eligible to share a booth.

### • **SILENT AUCTION**

All vendors are required to donate one item (suggested minimum value of **\$75**) to the Bath House Cultural Center for use in a **Silent Auction** that will take place during the Art Mart. Proceeds from the silent auction will go to the *BHCC Advisory Council*, which supports visual and performing art events at the Bath House Cultural Center. If you are accepted into the show, we must receive your silent auction item by **Wednesday, April 13, 2011**. Please know that it is important that we get your donations on time so we can start the preliminary auction setup in the earlier part of the art mart week. Thank you for your cooperation. The booth fee is in addition to the silent auction requirement. **Vendors will not be allowed to participate in the Art Mart if they do not provide an auction item by April 13.**

### • **SALES**

Artists are responsible for conducting their own transactions and for taking care of their own sales taxes.

### • **SETUP SCHEDULE**

**Friday, April 15, 2011:** All the artists will be able to load in and set up their booths between 1 and 5 PM. The BHCC will host a **preview reception** for BHCC VIPs, members of the Friends of the Bath House, and for the public in general on Friday from 7 to 9 PM.

### • **SALE SCHEDULE**

**Saturday, April 16, 2011:** Doors will open to Vendors at **11 AM**. Doors will open to the public at **12 PM**. Saturday's sale will end promptly at **7:00 PM**. Saturday's sale coincides with the 2011 Spring Gallery Walk organized by the Dallas Art Dealers Association.

**Sunday, April 17, 2011:** Doors will open to Vendors at **10 AM**. Doors will open to the public at **11:00 AM**. The silent auction will close at **5 PM**. The sale will end promptly at **6:00 PM**.

Without exception, all spaces must be completely cleared by **7 PM** on Sunday. If you anticipate that it will take you a long time to take down your booth, please begin this process a bit earlier. Artists using the walls for hanging art are responsible for removing any hardware (nails, screws, hooks, staples, tape, wire, etc.) from the walls at the end of the event.

### • **FOOD**

Crosby Catering and Coffee will be the official food vendor for the Art Mart. Crosby is a full-service catering company specializing in vegetarian and vegan cuisine. Crosby also has its own line of 100% organic, Fair Trade, shade-grown, bird-friendly coffee. Craving some non-vegetarian food? Don't worry. A number of restaurants are conveniently located near the Bath House.

### • **LIABILITY**

The Bath House Cultural Center does not provide a security officer during the Art Mart and overnight. At night, the building doors will be locked up and secured with an emergency alarm. The vendor acknowledges by entering the Bath House Cultural Center's Art Mart that the Bath House Cultural Center, the City of Dallas, its agents, volunteers or employees, are not liable for any damage or loss of any merchandise or display material. Artists who choose to leave their merchandise overnight at the Bath House Cultural Center or in the vicinity of the center will do so at their own risk.

By signing the application, the vendor releases and holds harmless the Bath House Cultural Center, the City of Dallas, its agents, volunteers or employees from any claim related to or in connection with any damage, theft, loss of merchandise or display material, whether such claim arises from the alleged negligent act or omission of Bath House Cultural Center, the City of Dallas, its agents, volunteers or employees.



Bath House  
CULTURAL CENTER

# artmart

## 2011 Spring ART MART Vendor Application Form

Friday, April 15, 2011 (7 PM - 9 PM) Preview Reception  
Saturday, April 16, 2011 (12-7 PM)  
Sunday, April 17, 2011 (11 AM - 6 PM)

Applications are due on or before **Saturday, March 19, 2011 by 5 PM** (not a postmark deadline).  
Late applications will not be considered.

A selection committee reviews applications and selects the vendors for this art sale.  
The committee's selection is final and undisputable.  
Please refer to the attached **Art Mart Rules and Guidelines** for more information.

---

### VENDOR INFORMATION

Name:

Company name (if applicable):

Address:

City / State / Zip:

Phone #:

e-mail address:

Medium, description of work:

*Please provide 3 photographs of your artwork/merchandise and a brief description of your booth layout (even if you participated in previous sales at the Bath House Cultural Center).*

Approximate Price Range of  
Items to be sold:

### SPACES

Booth spaces will be available in the main gallery, hallway gallery, south gallery, lobby, and theater. Spaces are of various sizes

Do you need wall space to hang items?  
*(lobby and theater vendors will not be able to hang artwork on the walls).*

Do you need electricity?

Do you need to rent a table (6' x 32")?  
*Tables will be \$10.*

Do you have any other special needs?

## BOOTH FEE STRUCTURE

Vendors must request their top two choices for the location of their preferred booth. Final assignment of booths, however, remains the decision of the selection committee.

Please circle your top two choices from the following list of booth categories and assign a number (choice 1 or choice 2) to each of your selections. Selections should be from two different Booth Categories.

### BOOTH CATEGORY # 1

**\$160.00**

- Main Gallery – 10' x 5'  
2 available
- Main Gallery – 9' x 6'  
3 available
- Main Gallery – 11' x 4'  
1 available
- Lobby corners – 8' x 8' and 9' x 7'  
2 available

---

### BOOTH CATEGORY # 2

**\$135.00**

- Theatre, Front Wall  
1 available
- Lobby – 10' x 5'  
2 available
- Lobby – 8' x 6'  
1 available

---

### BOOTH CATEGORY # 3

**\$110.00**

- Main Gallery - 8' x 5'  
3 available  
*NOTE: The 2 booths located in the middle of the gallery must not exceed 6' in height.*

Check here   
if you would like to be in the middle of the main gallery.

- Main Gallery – 9' x 4'  
1 available
- Hall Gallery – 9' x 4'  
4 available

- Lobby – 6' x 6'  
2 available

### BOOTH CATEGORY # 4

**\$85.00**

- South Gallery – 8' x 5'  
5 available
- South Gallery – 9' x 4'  
1 available
- Theatre – 8' x 6'  
10 available

Make your check in the amount of the highest of your two choices payable to the **BHCC Advisory Council**.

This sale benefits the programs at the Bath House Cultural Center. Booth fees are due with application and photographs of artwork. If the vendor is not accepted in the show, his/her booth fee will be returned.

**Note:** No one will be allowed to setup his/her booth until that vendor's booth fee has been received and processed successfully by the Bath House Cultural Center.

## SILENT AUCTION

All vendors are required to donate one item (suggested minimum value of \$75) to the Bath House Cultural Center for use in a Silent Auction that will take place during the Art Mart. Proceeds from the silent auction will go to the BHCC Advisory Council, which supports visual and performing art events at the Bath House Cultural Center.

If you are accepted into the show, we must receive your silent auction item by **Wednesday, April 13, 2011**.

Vendors will not be allowed to participate in the Art Mart if they do not provide an auction item by April 13.

**Auction donation description:**

**Auction donation value:**

## SALES

Artists are responsible for conducting their own transactions and for taking care of their own sales taxes.

## SCHEDULE

### • SETUP SCHEDULE

Friday, April 15, 2011: All the artists will be able to load in and set up their booths between 1 and 5 PM. The BHCC will host a preview reception for BHCC VIPs, members of the Friends of the Bath House, and for the public in general on Friday from 7 to 9 PM.

### • SALE SCHEDULE

Saturday, April 16, 2011: Doors will open to Vendors at 11 AM. Doors will open to the public at 12 PM. Saturday's sale will end promptly at 7:00 PM.

Sunday, April 17, 2011: Doors will open to Vendors at 10 AM. Doors will open to the public at 11:00 AM. The silent auction will close at 5 PM. The sale will end promptly at 6:00 PM.

Without exception, all spaces must be completely cleared by 7 PM.

## PHOTOGRAPHY

Unless the Bath House Cultural Center is notified in writing to the contrary, it is understood that the artwork exhibited may be photographed and reproduced for publications and/or for publicity purposes connected with this and future Art Mart events at the Bath House Cultural Center, and that images of it may be made and distributed for educational use.

## WAIVER OF CLAIM

The vendor acknowledges by entering the Bath House Cultural Center's 2011 Spring Art Mart that the Bath House Cultural Center, the City of Dallas, its agents, volunteers or employees, are not liable for any damage or loss of any merchandise or display material.

The vendor hereby releases and holds harmless the Bath House Cultural Center, the City of Dallas, its agents, volunteers or employees from any claim related to or in connection with any damage, theft, loss of merchandise or display material, whether such claim arises from the alleged negligent act or omission of Bath House Cultural Center, the City of Dallas, its agents, volunteers or employees.

**Vendor Signature:**

**Date:**

**Please mail or hand-deliver Application Form, booth fee, and supplemental materials to:**

Bath House Cultural Center  
2011 Spring Art Mart  
521 E. Lawther Dr.  
Dallas, TX 75218

**Hand-deliveries:**

The Bath House is open Tuesday-Saturday, from 12 to 6 PM.

Applications will not be accepted via e-mail.

---

If you have any questions, please contact Enrique Fernández Cervantes at 214-670-8723 or [enrique.fernandez@dallascityhall.com](mailto:enrique.fernandez@dallascityhall.com)

***Thank you for your interest and your support to the Bath House Cultural Center!***

**NEW:** Artists must view the results of the selection process at the end of the day on **Thursday, March 24, 2011** at the Bath House Cultural Center's online News Center at <http://www.dallasculture.org/bathHouseCultureCenter/pressRelease.asp>. A pdf document including the list of selected artists, booth locations, and additional information will be posted on this page. The name of the document will be SPRING ART MART SELECTED ARTISTS.

# 2010 Winter ART MART Available Vendor Booths

BATH HOUSE CULTURAL CENTER • GALLERY SPACES • 521 E. LAWTHER DR. DALLAS, TX 75218  
(214) 670-8749 PHONE • (214) 670-8751 FAX • BATHHOUSECULTURAL.COM

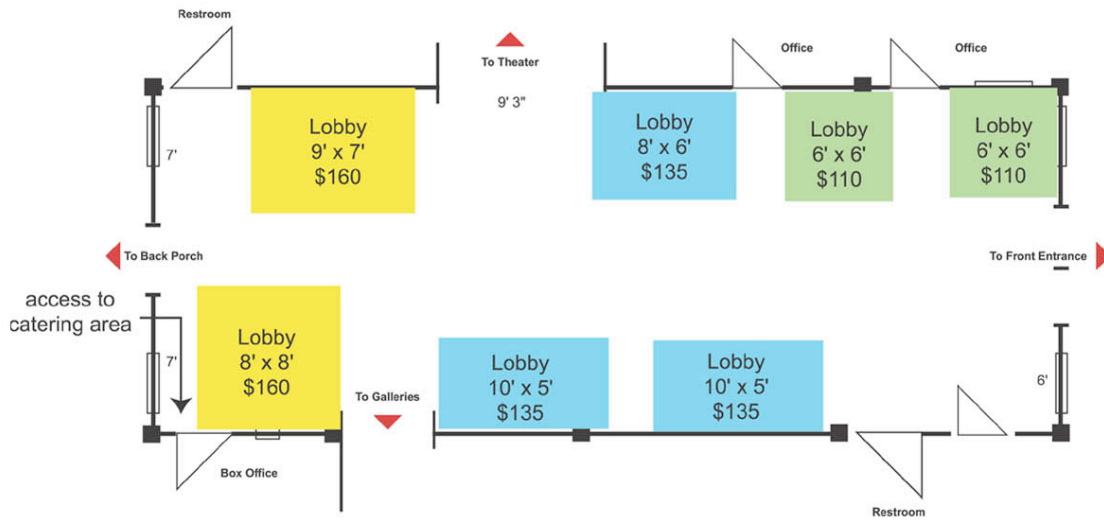




BATH HOUSE  
CULTURAL CENTER

BATH HOUSE CULTURAL CENTER • LOBBY • 521 E. LAWTHER DR. DALLAS, TX 75218  
(214) 670-8749 PHONE • (214) 670-8751 FAX • BATHHOUSECULTURAL.COM

## LOBBY



(lobby vendors will not be able to hang artwork on the walls)

