

The 20th Anniversary
Pan African Film & Arts Festival
PAFF ArtistFEST Application
The Newly Renovated Baldwin Hills Crenshaw Plaza – Los Angeles



February 9 - 20, 2012

Dear Artists:

PAFF is going home for our 20th Anniversary celebration and you are invited to be a part of America's Largest Black History Month Event!

The Pan African Film & Arts Festival (PAFF) is celebrating our 20th Anniversary in 2012 at the newly renovated Baldwin Hills Crenshaw Plaza. In February 2012, PAFF is planning a gigantic homecoming celebration, with the entire PAFF at one location! Once again, our ArtistFEST will showcase fine art, sculpture and photography, unique handmade crafts, home furnishings, designer jewelry, designer fashions and accessories that highlight the artistry and beauty of the African aesthetic. We will provide our participating artist with a great venue that attracts large middle-class audiences who are eager to purchase quality art and designer goods.

In addition to the PAFF ArtistFEST, the film festival portion of PAFF, which is the largest and most prestigious Black film festival in North America, will take place at the new Rave 15 Theatres (formerly Magic Johnson Theatres), one of Los Angeles' newest state-of-the-art theaters. PAFF will present over one hundred fifty (150) new black films from around the world. PAFF will also feature musical performances, poetry and performance art, workshops and panels. In past years, PAFF has attracted over 200,000 people over the 12-day event.

The 20th Anniversary Pan African Film & Arts Festival will take place at the Black-owned Baldwin Hills Crenshaw Plaza (BHCP). Situated at the intersection of Crenshaw and Martin Luther King, Jr. Boulevards, the 820,000 square foot, newly renovated regional mall is located in the heart of the Los Angeles' middle-class Black community. There is ample free parking and close and convenient public transportation. We are going to throw a huge party and everyone will be invited!

We know that the economy is still down and prices on everything are going up. But PAFF has kept our art booth prices down. For those artists who apply early, the price of the art booths are below the 2008 prices. Act now to receive the discounted rate because these **EARLY BIRD rates end on SEPTEMBER 30, 2011.** Additionally, the websites of all artists participating in PAFF will receive a link on the PAFF website.

Don't miss the celebration and the opportunity to be part of one of America's finest cultural celebrations. It feels great to be going home!

Sincerely,

A handwritten signature in black ink that reads "Ayuko Babu".

Ayuko Babu
Executive Director

ArtFEST Guidelines

It is our objective to maintain the **Pan African Film and Arts Festival** as an arts festival featuring fine art, quality craft and designer merchandise. PAFF will accept only fine art and photography, handmade unique crafts and jewelry and designer fashions and accessories. The art market will be juried. We will not accept vendors who sell incense, perfume oils, “low-end” jewelry and mass manufactured merchandise imported from Korea, China and elsewhere. Our jury prefers one-of-a-kind, original pieces. T-shirts must be designer crafted, hand-printed or designed. Absolutely no mass manufactured T-shirts will be accepted. We will accept applications from galleries, however; a gallery may not exhibit and sell works by more than four artists or an artist participating in the show without the artist’s written permission. To make sure that each and every artist/vendor complies with these rules, no application will be accepted without accompanying slides and/or photographs. An artist or gallery whose merchandise is inconsistent with that described in the application and depicted in the slides and photographs will be removed from the show. No refund will be given. There will be no exceptions.

A. Displays

Displays must look professional. All items must be placed on a table, easel, grid or display stand. Designer should have professional display equipments such as racks, grids, and mannequin. Works cannot be propped up against railings, walls or planters. Tabletops and table legs must be covered with a black fire retardant fabric. You must provide protection for the floor if you are demonstrating in your booth. Booth size will vary based upon location approved by the BHCP and the Fire Marshall. All booths must be staffed at all times during BHCP business hours. You must provide your own assistants. Volunteers may be available for short-term (5-15 minutes) relief only. PAFF and BHCP take no responsibility for loss or theft.

Each booth comes with one table, one table-cloth and 2 chairs. Grids and displays may not exceed 6 feet in height. There are no exceptions. Grids, easels, etc. will be available for rent.

The BHCP supplies overhead general lighting. There are limited electrical outlets and wattage. Not all spaces have access to electricity. If your display requires electricity please make sure to indicate such on your application. You may use no more than five 40-watt incandescent bulbs. Because of fire hazard, **absolutely no halogen lighting may be used.** Violating exhibitors will be removed without refund. Artists must have their own heavy-duty grounded electrical cords with floor cover. There is a \$30 service charge for electrical hook-up.

B. Set-up

Exhibitors may be given specific locations for parking, loading and unloading. There will be an exhibitor’s orientation meeting in BHCP on Wednesday, February 8, from 8:00pm – 9:00pm. For artists with **Options A & C**, set-up will immediately follow the orientation meeting, beginning at 9:30pm and ending at 12:00am. For artists with **Option B**, set-up will be on Wednesday, February 15 from 9:00pm – 12:00am and on Thursday, February 16 between 6:00am - 9:00am. **Absolutely no set-ups will be allowed during BHCP business hours.** Dollies will not be provided, so please bring your own.

C. Announcements

Event press releases and announcements will be sent to the news media, galleries, art patrons, celebrities and the community. Artists whose completed application with payment have been received before December 30, 2011 will be included on the event website (www.paff.org) and on printed announcements and event schedules. Artists are encouraged to create and (e)mail personal announcements to your patrons.

D. Permits & Sales

Artists are in no way employees or agents of PAFF or BHCP. Artists are responsible for obtaining their own business permits. A representative from the California Board of Equalization will be in the BHCP during the ArtistFEST to check permits and distribute appropriate forms and applications. Artists will transact all sales and retain all proceeds. It is the Artist’s responsibility to collect sales tax from all customers and to pay all applicable taxes.

E. Space Assignments

Exhibitors will receive exact space assignment before set-up. Location of space assignments will depend upon art market design, fire department regulations ArtistFEST and BHCP requirements. **Artists who apply and pay early will receive preferential spaces.**

F. Shipping and Storage

Exhibitors must make arrangements independently since PAFF cannot provide storage space. PAFF will not receive shipped merchandise.

G. ArtistFEST Hours

<i>Monday – Friday</i>	<i>10am until 9pm</i>
<i>Saturday</i>	<i>10am until 8pm</i>
<i>Sunday</i>	<i>11am until 7pm</i>

Exhibitors must be present or have a representative present during all business hours. Exhibitor removal or relocation may result if PAFF personnel determine that your closed booth diminishes the overall appearance of the show.

H. Removal of Exhibitors

PAFF reserves the right to remove any exhibitor who displays inappropriate, threatening or disrespectful behavior, such as and without limitation, loud talking, cursing, fighting or intoxication. Any behavior or signage considered by PAFF or BHCP to be disrespectful or harmful to PAFF and/or BHCP, their staff or volunteers, BHCP merchants or shoppers will result in **immediate expulsion** from the show. **NO warning need be given; no booth fees will be refunded.**

Additionally, exhibitor can be removed before or during the event for reasons listed below, without limitation: ***(Removal will result in the forfeiture of booth rental fees).***

- a. Artist exhibitor sells work that is not consistent with his/her approved items.
- b. Exhibitor's space continues to encroach into another exhibitor(s) space(s) after fair warning.
- c. Exhibitor's space is closed or unattended during event hours.
- d. Exhibitor's work is inappropriate for family viewing or displays inappropriate signage.
- e. Exhibitor allows another exhibitor to replace him/her or sell in booth space without PAFF permission.
- f. Exhibitor burns incense or uses materials that cause an odor or fumes that are harmful or unpleasant to the public.
- g. Exhibitor sells incense, perfume oils, T-shirts and low-end mass manufactured merchandise.
- h. Exhibitor sets up in space not assigned to him/her and refuses to move when asked.
- i. Exhibitor uses halogen lights or incandescent wattage in excess of 200 watts.
- j. Exhibitor's set-up violates fire department, PAFF or BHCP requirements
- k. Exhibitor's booth is not consistent with art market aesthetic and exhibitor refuses to come into compliance.
- l. Exhibitor fails to follow ArtistFEST guidelines and rules.

I. Contact PAFF

Your completed, signed and dated application, applicable booth fee and non-refundable application fee with requested application materials and all other correspondence should be mailed to:

The Pan African Film & Arts Festival
Attn: Allohn Agbenya – Art Director
6820 La Tijera Blvd., Suite 200
Los Angeles, CA 90045
Tel: 310. 337-4737
FAX: 310. 337-4736
E-mail: artmarket@PAFF.org with copy to ao@paff.org

J. Important Dates

- **September 30, 2011: Early Bird Special ends** (postmarked)
- **November 20, 2011: Application and Booth Fees Deadline** (postmarked)
- **November 21, 2011: \$100 Late Fee** applies
- **December 15, 2011: Begin emailing/ mailing formal notifications of acceptance**
- **February 8, 2012: Set Up Date for Options A and C**
- **February 14/15, 2012: Set Up Date for Option B**

The ArtistFEST is sponsored in part by: Capri Partners, The Baldwin Hills Crenshaw Plaza, and in part by grants from The Los Angeles County Arts Commission and the Los Angeles Department of Cultural Affairs.

PAFF ArtistFEST Application

Business Name _____

Artist Name (if different from business name) _____

Contact Person _____

Business Address _____ City/State _____ Zip _____

Telephone (_____) _____ Cell Number (_____) _____ Fax (_____) _____

Email _____ Website Address: _____

Please check:

1. **Listing:** I wish to be listed under: My name My business name

2. I am a returning artist? Yes No

3. I am a: Fine Artist Craft Artist Wearable Artist Jeweler Photographer

Sculptor Designer (fashion) Designer (home furnishing) Gallery*

Other (please describe) _____

4. Medium (Please check all appropriate spaces)

- Painting (oil/acrylic) Painting (watercolor) Ceramics Glass Mixed Media Leather
 Drawing/Pastels Wood Metal Jewelry (precious metals) Jewelry (ornamental/costume)
 Fiber (wearable) Fiber/Textiles/Batik Fiber/Textiles/Batik Clay
 Other (please describe) _____

5. Gallery* (A Gallery may represent a maximum of 4 artists; please list artists' names)

a. _____ b. _____

c. _____ d. _____

**Please note: Galleries will not be allowed to exhibit and sell artwork of artists taking part in this show without the written permission of the artist.*

6. **Exhibitor Workshops:** Are you interested in conducting a 60 minute workshop? Yes No

7. **Electrical Hook-up:** I will require an electrical hook-up at my booth. Yes No

(Exhibitors may use no more than 200 watts of electricity per booth. There is a \$30 service charge for electrical hook-up. Service charge must be paid with application fee. See section 10)

8. Deadlines & Fees

- Space Is Limited. Apply early. All fees and payments must be in U.S. Dollars.
- **EARLY BIRD DISCOUNT:** Application & Payment must be postdated by **SEPTEMBER 30, 20011**
 - OPTION A - Discount: \$100.00
 - OPTION B - Discount: \$125.00
 - OPTION C - Discount: \$150.00

- **Payments:** All payments must be in U.S. Dollars. Booth fees (including applicable late fees) must be paid with a cashier's check, money order or by pay pal using email account ao@paff.org. If you pay with pay pal, a copy of your pay pal receipt must accompany your application. *Absolutely no cash or personal checks will be accepted for booth fees. You may not receive credit for payments made in cash.*
- **Non-refundable application fee: \$30.00**
Your application fee **must** be paid separately from your booth fee and at the time as your application is submitted. The application fee may be paid with a personal check, business check, money-order or by pay pal using email account: ao@paff.org
- **Late Fees: \$150.00** for applications and/or payments postmarked after November 20, 2012.
- **Application Cut-off:** No Applications will be accepted after December 30, 2011. **NO EXCEPTIONS**
- **Acceptance Notifications:** Artists will be notified of acceptance/rejection by email within two weeks of receipt of your application and no later than January 10, 2012.
- **Refunds:** Booth Fees (including late fees) are **NOT** refundable once an artist/vendor is accepted into the show. *This is a juried show. Booth fees for applicants who are NOT accepted into the show will be returned with notification as soon as possible but no later than January 10, 2012. Application fees are not refundable.*
- **ArtistFEST Dates and Fees:** Check if Early Bird Discount Applies:
- *Please check one:*
 - Option A: \$650** artists February 9- 14 (6 days, includes 1st weekend + Valentine's Day) (**Early Bird: \$550**)
 - Option B: \$975** artists February 15-20 (6-days, includes 3-day weekend) (**Early Bird: \$850**)
 - Option C: \$1250** artists February 9-20 (12 days, includes 2 weekends) (**Early Bird: \$1,100**)

9. Included Equipment

Exhibitors are provided with one (1) table, one black tablecloth and two (2) chairs. All must be returned at the close of the show. Please indicate preferred table size: 6 Foot. 8 Foot.

10. Additional Equipment Rentals and Fees:

To insure availability, additional equipment must be ordered and paid for by **December 30**

Description	How Many	Rental Cost	No. of Days**	Amount Due
Display Grids	_____	\$2.50 each per day	_____	_____
Extra Table w/cloth	_____	\$5 each per day	_____	_____
Artist Easels	_____	\$10 each per day	_____	_____
Electrical Hook-up	_____	\$30 per hook-up	_____	_____
Total:				_____

**Minimum Rental Period: six (6) days.

Please Submit The Following Items With Your Application: *(make sure all items are clearly marked with your name)*

- 4 labeled photos of your artwork *(Please identify the top and front of each slide -Artists only)*
- 4 photos of merchandise *(vendors only)*
- Your biography including a list of television and movie credits
- A photograph of your booth configuration
- Email photographs of your artwork for promotional and publicity use *(PAFF has the right to use any submitted materials for publicity and promotional use)*. Please email to miki@paff.org and make sure your name is in your email.

If you desire the return of your photos, please provide a stamped, self-addressed envelope. Photos will be returned after the festival.

Agreement:

I have read and agree to all the specified terms and conditions set forth in the Pan African Film & Arts Festival ArtistFEST application and guidelines. I further release and indemnify PAFF and the Baldwin Hills Crenshaw Plaza and all of their boards of directors, employees, consultants and other duly appointed representatives of all liability and responsibility for any injury, damage or loss sustained by exhibitor, exhibitor's guests or the public before, during or after PAFF as a result of the display of my work, my equipment or my materials. I represent that I have a right to display and sell all artwork, handcrafts, clothing, jewelry, home wares, and other objects of art displayed at my booth. I understand that PAFF reserves the right to remove anything that does not meet the standards set forth in this application and the ArtistFEST guidelines. I understand that in the event I must cancel my reservation and cannot participate, there are no refunds or rain checks. In consideration of PAFF's acceptance of my application, I agree to accept all decisions of the PAFF management regarding the PAFF ArtistFEST. I agree to allow PAFF to use of enclosed and emailed photos and other promotional materials including photographs and videotapes taken at the ArtistFEST for the purposes of promoting PAFF this year and in future years. The undersigned agrees to indemnify and hold harmless the Pan African Film Festival and the Baldwin Hills Crenshaw Plaza and affiliated organizations or entities, directors, officers, agents or employees, from any and all liabilities, demands, or costs to property or persons as a result of my participating in the 2012 Pan African Film & Arts Festival.

Agreed and Accepted:

Artist/Vendor Signature

Date: _____

IMPORTANT NOTICE:

This application must be signed by all participating artists/vendors. Unsigned applications will not be accepted.

***Please keep a copy of your application for your reference.**