

The 16th Anniversary
Pan African Film & Art Festival
PAFF Artist Market Application
February 7 - 18, 2008
Baldwin Hills Crenshaw Plaza – Los Angeles



Dear Artist:

You Are Invited To Participate In America's Largest Black History Month Event!

The Pan African Film & Art Festival (PAFF) is celebrating our 16th Anniversary in 2008. Once again, our Artist Market 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 audiences who are eager to purchase quality art and designer goods.

In addition to the PAFF Artist Market, the film festival portion of PAFF is the largest and most prestigious Black Film Festival in North America. Over one hundred fifty (150) new black films from around the world will be screened. PAFF also features musical performers, poets and performance artists. In past years, PAFF has consistently attracted over 150,000 people over the 12-day event.

The 16th Annual Pan African Film & Arts Festival will take place from **February 7** through **18, 2008** at the Baldwin Hills Crenshaw Plaza (BHCP). Situated at the intersection of Crenshaw and Martin Luther King, Jr. Boulevards, the 820,000 square foot, art deco, regional mall is located in the heart of the Los Angeles, middle-class Black community. The Magic Johnson Theatres are also on the Plaza grounds. There is ample free parking and close and convenient public transportation.

PAFF invites you to be part of the celebration of our 16th year. We are going to throw a huge party and everyone will be invited. So get your applications in early because we will sell out of our art spaces.

Don't miss the celebration and the opportunity to be part of one of America's finest cultural celebrations. Like our exhibitors, we are one of a kind!

Sincerely,

A handwritten signature in black ink, appearing to read 'Ayuko Babu', written in a cursive style.

Ayuko Babu
Executive Director

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. We prefer one-of-a-kind, original pieces. T-shirts must accompany designer fashions or be hand-printed and designed. 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 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 Mall and the Fire Marshall. All booths must be staffed at all times during mall hours. You must provide your own assistants. Volunteers may be available for short-term (5-15 minutes) relief only. PAFF takes no responsibility for loss or theft.

Each booth comes with one table, a table-cloth and 2 chairs. Grids and displays may not exceed 6 feet in height. Grids, easels, etc. will be available for rent.

The Mall 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. Absolutely no halogen lighting may be used. 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 6, from 8:00pm – 9:00pm. For artists with **Options A & C**, set-up will follow immediately at 9:30pm. Set-up must be completed by 1:00am. For artists with **Option B**, set-up will be on Monday, February 11 from 11:00pm – 2:00am and on Tuesday, February 12 between 6:00am - 9:00am. **Absolutely no set-ups will be allowed during BHCP business hours.** Please bring your own dolly.

C. Announcements

Event press releases and announcements will be mailed to the news media, galleries, art patrons, celebrities and the community. Artist’s names will be included on the event website (www.paff.org) and printed on announcements and event schedules. Artists are encouraged to create and mail personal announcements to your patrons.

D. Permits & Sales

Artists are responsible for obtaining their own business permit. A representative from the California Board of Equalization will be in the Baldwin Hills Crenshaw Plaza during the Art market 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 taxes that may be due.

E. Space Assignments

Exhibitors will receive exact space assignment on February 6 at the time of set-up. Location of space assignments will depend upon art market design, fire department regulations and BHCP requirements and the **Artists/Vendors who paid early.**

F. Shipping and Storage

Exhibitors must make arrangements independently since PAFF cannot provide storage space. PAFF cannot receive shipped merchandize.

G. Exhibition 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 your closed booth diminishes the overall look of the show.

H. Removal of Exhibitors

PAFF reserves the right to remove any exhibitor before or during the event for reasons listed below, without limitation: (*Removal will result in the loss of booth rental fees*).

- a. Artist exhibitor sells work that is not consistent with his/her approved work
- b. Exhibitor's space continues to encroach into another exhibitor(s) space(s) after fair warning
- c. Exhibitor's displays inappropriate conduct such as cursing, fighting, intoxication, threatening behavior, etc.
- d. Exhibitor's space is closed or unattended during event hours
- e. Exhibitor's work is inappropriate for family viewing
- f. Exhibitor allows another exhibitor to replace him/her or sell in booth space
- g. Exhibitor burns incense or uses spray materials that cause an odor
- h. Exhibitor sells incense, perfume oils, T-shirts and low-end mass manufactured merchandise
- i. Exhibitor sets up in space not assigned to him/her and refuses to move
- j. Exhibitor uses halogen lights or wattage in excess of 200 watts
- k. Exhibitor's set-up violates fire department or mall requirements

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

3775 Santa Rosalia Drive

Los Angeles, CA 90008

Tel: 323. 295-1706

FAX: 323. 295-1952

E-mail: artmarket@PAFF.org

J. Important Dates

- **October 31, 2007**
Application and Booth Fees Deadline
- **December 20, 2007**
Notifications will be emailed and mailed
- **February 6, 2008**
Set Up Date for Options A and C
- **February 11, 2008**
Set Up Date for Option B

Sponsored By
Baldwin Hills Crenshaw Plaza and DCA

PAFF Artist Market Application

Artist Name _____

Artist Name (*Shared Artist/Vendor*) _____

Contact Person _____

Company Name(s) _____

Address _____ City/State _____ Zip _____

Telephone (_____) _____ Fax (_____) _____

Email _____ Website Address: _____

Please check:

1. I wish to be listed under my name [] My company 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) [] Clay [] Fiber/Textiles/Batik
[] Fiber (wearable) [] Jewelry (ornamental/costume) [] Fiber/Textiles/Batik
[] Other (*please describe*) _____

5. **Galleries** (*List 4 artists represented by your firm*)

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 artist.*

6. Are you interested in conducting a workshop? [] Yes [] No

7. 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)

8. Deadlines & Fees

- **Space Is Limited. Apply early.**

- **EARLY BIRD SPECIAL DISCOUNT -- Payment by SEPTEMBER 15, 2007**

- **OPTION A - Discount of \$50.00**
- **OPTION B - Discount of \$75.00**
- **OPTION C - Discount of \$100.00**

- The deadline for applications with applicable booth fees and \$20 non-refundable application fee is **October 31, 2007**. After **December 31, 2007**, \$100 late fee will apply, if space is available.
- Applications and fees will be accepted after **October 31** only if space is available. No Applications will be accepted after January 31, 2008. **NO EXCEPTIONS**
- 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 15, 2008.
- **BOOTH FEES WILL NOT BE REFUNDED ONCE ACCEPTED INTO THE SHOW.**
- Booth fees (including late fees, if applicable) must be paid with a cashier's check or money order.
- The \$20 nonrefundable application fee must be separate from the booth fee and may be paid with a personal or business check.

• **Exhibition Dates and Fees:**

Please check one:

- () **Option A** February 7- 11(5 days, includes 1st weekend) **\$600 artists [SHARED booth \$800]**
- () **Option B** February 12-18 (7-days, includes 3-day weekend) **\$950 artists [SHARED booth \$1150]**
- () **Option C** February 7-18 (12 days, includes 2 weekends) **\$1200 artists [SHARED booth \$1300]**

◆**Important Note:**

Absolutely no cash or personal checks will be accepted for booth fees. You will not receive credit for payments made in cash.

9. Equipment

Exhibitors are provided with one (1) table w/table cloth and two (2) chairs

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	_____	\$12 each per day	_____	_____
Artist Easels	_____	\$10 each per day	_____	_____
Electrical Hook-up	_____	\$30 per hook-up	_____	_____
			Total:	_____

**Minimum Rental Period: four (4) days.

Please Submit The Following Items With Your Application:

- _____ 4 labeled art slides (*Please identify the top and front of each slide -Artists only*)
- _____ 4 photos of merchandise (*vendors only*)
- _____ A list of television and movie credits
- _____ A photograph of your booth configuration
- _____ Photographs of your artwork for promotional and publicity use (*PAFF have the right to use any submitted materials for publicity and promotional use*)

If you desire the return of your submission, please provide a stamped, self-addressed envelope. Slides 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 Application. I further release and indemnify the Festival and the Baldwin Hills Crenshaw Plaza and all of their duly appointed representatives of all liability and responsibility for any injury, damage or loss sustained by exhibitors, guests or any other participants before, during or after the Festival or as a result of the display of my work, equipment or materials. I understand that the Festival reserves the right to remove anything that does meet the standards set forth in this application. I understand that there are no refunds or rain checks in the event I must cancel my reservation and cannot participate. In consideration of the Festival's acceptance of my application, I agree to accept all decisions of the Festival management. I agree to allow the festival use of enclosed slides and photos and other promotional materials including photographs and videotapes taken at the Festival for the purposes of promoting the Festival 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 2007 Pan African Film & Arts Festival.

Agreed and Accepted:

Signature

Date: _____

Shared Artist/Vendor --- Signature

Date: _____

**NOTE: Unsigned applications will not be accepted.
 Please keep a copy of your application for your reference.**