

# Paradise City Spring 2009 Application Form

Marlborough, MA: March 20, 21 & 22 ❖ Philadelphia, PA: May 1, 2 & 3 ❖ Northampton, MA: May 23, 24 & 25

## GENERAL INFORMATION:

- ❖ Include the application processing fee of \$30 for one show, \$45 for two shows, or \$55 for three, 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 Our Slide Procedure' section below. If you are not using the images we currently have on file, send 5 standard 2 x 2 slides **proportionately representative of the work you plan to show**. For digital submissions, review the *digital section* of "Slide Procedures". 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 slide presentation, or a separate application for jewelry.
- ❖ Label the slides 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.
- ❖ Enclose a self-addressed 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.
- ❖ Expert assistance in shaping the aesthetics and quality of these shows will be provided by a six-member jury of your peers and qualified arts professionals.
- ❖ **Postmark Deadline: September 3, 2008**

## ABOUT OUR SLIDE PROCEDURE:

Paradise City uses a digital slide processing and viewing system for its shows. Using a state-of-the-art scanner, your five slides are scanned at a high resolution into our computers and placed on a single page in our database, with your number one and two slides 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.

If you applied to any 2004 or later Paradise City show, and you're happy with your most recent slide presentation, **you no longer have to send in slides 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 your new slides in. 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.

## Digital Image Submissions

Paradise City will accept image submissions in digital format sent by postal mail on a CDR disk. (No floppies, Zip or CD-RW disks). Please save your files as uncompressed JPG files only. The recommended size is 300ppi at approximately 5" x 7". **Include a number from 1-5 (corresponding with your descriptions) and your last name in the filename for each image (example: 1\_smith.jpg).**

Digital submissions will be juried the same way as regular slides.

**PLEASE NOTE! NO DIGITAL SUBMISSIONS FOR JURYING MAY BE SENT BY EMAIL.**

## *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 application, \$45 for two shows, or \$55 for all three, payable to Paradise City, Inc.
- ❖ A self-addressed stamped envelope with appropriate postage for return of your slides, if submitted. Digital media will not be returned.

---

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)

# Paradise City Spring 2009 Application Form

Marlborough, MA: March 20, 21 & 22 ❖ Philadelphia, PA: May 1, 2 & 3 ❖ Northampton, MA: May 23, 24 & 25

## 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 \_\_\_\_\_ Fax \_\_\_\_\_ Cell Phone \_\_\_\_\_

Email \_\_\_\_\_ WebSite \_\_\_\_\_

## IMAGE DESCRIPTIONS:

My images and descriptions are already on file.  
(See 'About Our Slide Procedure' on General Information page.)

List object, technique, materials and size.

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

- |   |   |
|---|---|
| <input type="checkbox"/> Artist Books                       | <input type="checkbox"/> Works on Paper |
| <input type="checkbox"/> Painting                           | <input type="checkbox"/> Photography    |
| <input type="checkbox"/> Sculpture (in any media)           | <input type="checkbox"/> Digital Art    |
| <input type="checkbox"/> 2D Mixed Media (including collage) |   |

### Furniture and Home Furnishings

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Basketry            | <input type="checkbox"/> Glass     |
| <input type="checkbox"/> Decorative Fiber    | <input type="checkbox"/> Furniture |
| <input type="checkbox"/> Metal               | <input type="checkbox"/> Wood      |
| <input type="checkbox"/> Mixed Media         | <input type="checkbox"/> Ceramics  |
| <input type="checkbox"/> Musical Instruments | <input type="checkbox"/> Leather   |

### Fashion and Jewelry

- |   |                                  |
|---|----------------------------------|
| <input type="checkbox"/> Wearable Fiber | <input type="checkbox"/> Jewelry |
| <input type="checkbox"/> Leather        |                                  |

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

- Marlborough, MA** Royal Plaza Trade Center  
March 20, 21 & 22, 2009
- Philadelphia, PA** Pennsylvania Convention Center  
May 1, 2 & 3, 2009
- Northampton, MA** 3-County Fairgrounds  
*Memorial Day Weekend*  
May 23, 24 & 25, 2009

Northampton only:  
Number in order of preference ...

- Indoor booth  Tented booth

**Postmark Deadline: September 3, 2008**  
**Notification for all shows mailed October 1, 2008**

**Did you enclose...?** Completed application, payment, your images and descriptions, SASE (for slides)?

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