



# Heritage Arts Festival Artist Marketplace

Underground Atlanta

July 1 – 4, 2011

## Artist Application Form

Name: \_\_\_\_\_

Company: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: (    ) \_\_\_\_\_ Fax: (    ) \_\_\_\_\_

Email Address (REQUIRED FOR NOTIFICATION): \_\_\_\_\_

Website Address: \_\_\_\_\_

Cell: (    ) \_\_\_\_\_ Optional: Facebook/Twitter Name \_\_\_\_\_

### **ARTIST MARKETPLACE BOOTH**

#### **FEES: (Circle One)**

**OPTION A:** Single Booth Fee                      \$200.00

**OPTION B:** Double Booth Fee                      \$300.00

#### **PRODUCTS:**

- |  |  |  |                                      |
|--|--|--|--------------------------------------|
| <input type="checkbox"/> Mixed Media       | <input type="checkbox"/> Painting                    | <input type="checkbox"/> Ceramics                          | <input type="checkbox"/> Photography |
| <input type="checkbox"/> Drawing/Pastels   | <input type="checkbox"/> Sculpture                   | <input type="checkbox"/> Fiber (includes basket & leather) |                                      |
| <input type="checkbox"/> Wood              | <input type="checkbox"/> Glass                       | <input type="checkbox"/> Graphics/Printmaking              |                                      |
| <input type="checkbox"/> Jewelry/Metalwork | <input type="checkbox"/> Other. Please specify _____ |  |                                      |

Are you a returning artist?  Yes  No                      Will you need shipping information?  Yes  No

Will you require electricity?  Yes  No                      Will you do artistic demonstrations?  Yes  No

Will you require a \_\_\_\_\_ Single Space \_\_\_\_\_ Double Space

How did you hear about the festival? \_\_\_\_\_

#### **All Artists must provide the following with completed application:**

- 3 –5 slides or photographs of what you would like to exhibit    - Photograph of Booth Configuration
- Signed Hold Harmless Agreement

#### **AGREEMENT:**

I have read the terms and conditions set forth in the guidelines. If accepted, I agree to abide by the rules and regulations for the event. Additionally, I agree to hold harmless **C.V. Underground L.L.C.**, and all subsidiaries for the theft, loss or damage to any items submitted for review shipped or exhibited during the festival.

\_\_\_\_\_  
Name (please print or type)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

----- **FOR EVENT USE ONLY** -----

Application Rcvd \_\_\_\_\_ HH Rcvd \_\_\_\_\_ Deposit Rcvd \_\_\_\_\_ Balance Rcvd \_\_\_\_\_ Acceptance information sent \_\_\_\_\_  
License Agreement issued (if applicable) \_\_\_\_\_ Health Dept Application & Fee (if applicable) \_\_\_\_\_ Insurance Cert Rcvd \_\_\_\_\_

**CV UNDERGROUND, L.L.C.**  
**HOLD HARMLESS AGREEMENT**

The undersigned hereby agrees to indemnify, defend and hold harmless, CV Underground L.L.C, Underground Management L.L.C., O'Leary Partners, City of Atlanta, and Underground Atlanta Merchants Association, Inc., their officers, members and tenants, from and against any and all claims, actions, liability and expense, including attorney's fees and court costs, in connection with loss of life, personal injury and/or damage to property arising from or out of the use of a portion of Underground Atlanta, 50 Upper Alabama Street, Atlanta, GA 30303 (the Property). The undersigned, \_\_\_\_\_ will be an artist at the 2011 Heritage Arts Festival (the event) on July 1 – 4, 2011 or any part thereof or any part of the Property, occasioned wholly or in part by any act or omission of the undersigned, its officers, agents, contractors or employees, or if signed by an individual, myself.

Sound Clause: If numbers of audience and/or level of sound perceived by management and security becomes a problem to traffic flow safety or prohibits business, the problem shall be swiftly resolved by promotions/security staff (i.e. sound and/or crowd size exceeding acceptable levels).

The undersigned agrees that all workers in the Event, be they trainees, trainers or administrative personnel shall be deemed employees of the undersigned and the undersigned shall provide all appropriate and/or required workers compensation and employer liability insurance in connection with the operation of the Event.

The undersigned agrees to be solely responsible for loss or damage to its personal property while on the Property and hereby waives any claim for personal injury or property damage related to its presence on the Property pursuant to this Hold Harmless Agreement. Further, the undersigned agrees that it has inspected the area in which the Event which is the subject of this Hold Harmless Agreement will occur and accepts it as suitable for its intended use, and agrees that it will use the area as its sole risk.

**Witness:**

\_\_\_\_\_  
**CV UNDERGROUND LLC**  
**Name**

\_\_\_\_\_  
**Name of Office, If Corporation**

\_\_\_\_\_  
**Date**

**Person/Entity Signing:**

\_\_\_\_\_

\_\_\_\_\_  
**Date**

**HERITAGE ARTS FESTIVAL**  
**ARTIST GUIDELINES**

**Please return the completed Festival Artist Application/Agreement, Hold Harmless Agreement and slides/photos, by JUNE 10, 2011, to:**

**Mail:** Underground Atlanta Management Office  
Heritage Arts Festival Coordinator  
50 Upper Alabama Street SW, Suite 007  
Atlanta, GA 30303

**Fax:** (404) 523-0507

**Email:** [kcopeland@underatl.com](mailto:kcopeland@underatl.com)

**Telephone:** (404) 523-2311

***REMINDER: All artists must provide the following with completed application:***

- 3 - 5 slides or photographs of what you would like to exhibit
- A photograph of booth configuration
- Signed Hold Harmless
- If you desire the return of your submission, please provide a stamped, self-addressed envelope

**Application Deadlines and Payments**

The deadline for receipt of all applications with full payment is June 10, 2011.

Notification of acceptance & set up information will be sent via email or telephone upon receipt of application.

Certified Check or Money Orders are to be made payable to: C.V. Underground L.L.C. 50 Upper Alabama Street – Suite 007 – Atlanta, Georgia 30303 (*no personal checks will be accepted*)

**Set Up & Teardown Information**

Artist set up and check in will be on Thursday, June 30<sup>th</sup>. Check in will be in the Mall Management office. The times are 9:30 am – 12:00 noon & 2:00 pm – 4:00 pm. Teardown time is Monday, July 4<sup>th</sup> at 9:00 pm.

**Festival Hours**

10:00 am – 9:00 pm (Friday, Saturday, Monday)      12:00 pm – 6:00 pm (Sunday)

**Parking and Traffic**

Each artist will be responsible for their own parking. There are a number of parking decks and private lots available in the area. All vehicles used for loading and unloading must be removed from the festival area no later than one hour prior to the start of the event. Vehicles parked in any other areas are subject to towing at owner's expense.

**Hold Harmless**

All artists will be required to sign a hold harmless agreement with Underground Atlanta before you are able to set up.

**General Exhibit Rules**

- Artist must be present and staff their Underground Atlanta booth for the entire event. The Underground Atlanta Management Team must approve extended absence from your booth.
- All artist booth set-ups must be confined to the 10ft x 10ft single booth space and 10 ft x 20 ft double booth space.
- Artist may only exhibit work in the category in which they denote on the application.
- Booth spaces may not be transferred or otherwise re-assigned or sublet by the artist.

- Artist is required to arrive promptly and remain open for the full-published hours of the exhibit.
- On-site evaluations will be conducted to ensure that exhibition standards and rules are followed.
- Artist failure to not open and be ready to sell by 10am (12 noon on Sunday) each exhibit day may be subject to a financial penalty of \$50.00 for each half hour.
- Work exhibited and sold must be of the same quality and type as the work submitted for selection.
- Prior to the artists' departure from the mall your booth assignment space should be returned to its original condition.
- Loud music, television, videotape and/or computer set-ups will not be permitted in any booth.
- Commercially manufactured items or items made from commercial kits or mold may not be exhibited.
- C.V. Underground L.L.C. assumes absolutely no responsibility, financial and/or otherwise for artists' shipping, handling and/or receiving charges.

### **Lodging Accommodations**

While the metropolitan Atlanta area offers a variety of lodging accommodations. The hotels below are in close proximity of Underground Atlanta:

Comfort Suites Atlanta Downtown (at Underground Atlanta) - 678.702.8600  
 Holiday Inn Atlanta Perimeter – 770.296.6001  
 Holiday Inn Atlanta Capitol Conference Center – 404.591.2000  
 Courtyard by Marriott Atlanta Downtown – 404.222.2416  
 Hampton Inn & Suites Atlanta Downtown - 404.589.1111  
 Residence Inn Atlanta Downtown - 404.522.0950

### **Information at-A Glance**

#### Artist Booth Fees

Single Booth \$200.00    Double Booth \$300.00

Application DUE:	June 10
Setup Date & Time:	June 30 (9:30 am – 12 noon, 2:00 pm – 4:00 pm)
Artist Marketplace Dates:	July 1 – July 4

### **Contact Information**

Kelli Copeland, Director of Specialty Leasing

Email: [kcopeland@underatl.com](mailto:kcopeland@underatl.com)

Tel: (404) 523-2311, ext. 7030

Fax: (404) 523-0507

Address: 50 Upper Alabama Street, Suite 007, Atlanta, GA 30303

## **Directions to Underground Atlanta**

**FROM INTERSTATE 75/85 NORTH:** HEAD SOUTH. TAKE EXIT #248A ONTO MARTIN LUTHER KING JR. DRIVE, AND THEN GO 3 BLOCKS. IF YOU ARE COMING BY CAR, USE THE **UNDERGROUND PARKING DECK** ON THE RIGHT SIDE OF MARTIN LUTHER KING, JR. DRIVE. IF TRAVELING BY BUS OR IF GOING TO LOADING DOCKS A OR B, TURN RIGHT ONTO CENTRAL AVE. BUSES MAY PARK ALONG THE EASTSIDE OF THE STREET.

**FROM INTERSTATE 75/85 SOUTH:** HEAD NORTH. EXIT #246 (FULTON STREET/CENTRAL AVENUE). FOLLOW CENTRAL AVENUE TO MARTIN LUTHER KING, JR. DRIVE. TURN LEFT ONTO MARTIN LUTHER KING, JR DRIVE AND USE THE **UNDERGROUND PARKING DECK** ON THE RIGHT. IF COMING BY BUS PROCEED JUST PAST MARTIN LUTHER KING, JR. DRIVE .BUSES MAY PARK ALONG THE EASTSIDE OF THE STREET.

**FROM INTERSTATE 20 WEST:** HEAD EAST. TAKE EXIT #56B (WINSON STREET/SPRING STREET/STADIUM) GO TO THIRD TRAFFIC LIGHT AND TURN LEFT ON CENTRAL. STAY ON CENTRAL TO MARTIN LUTHER KING, JR. DRIVE, TURN LEFT AND USE THE **UNDERGROUND PARKING DECK** ON THE RIGHT. IF TRAVELING BY BUS PRECEDE ON CENTRAL AVE. BUSES MAY PARK ALONG THE EASTSIDE OF THE STREET.

**FROM INTERSTATE 20 EAST:** HEAD WEST. TAKE EXIT #58A (CAPITOL AVENUE), TURNRIGHT ON CAPITOL TO MARTIN LUTHER KING, JR. DRIVE. TURN LEFT ON MARTIN LUTHER KING, JR. DRIVE, USE THE **UNDERGROUND PARKING DECK** LOCATED 2 BLOCKS ON THE RIGHT. IF TRAVELING BY BUS TURN RIGHT ONTO CENTRAL AVENUE. BUSES MAY PARK ALONG THE EASTSIDE OF THE STREET.

### **TO DOCK B FOR HERITAGE ARTS FESTIVAL LOAD IN/LOAD OUT:**

AFTER TURNING OFF OF OR CROSSING MARTIN LUTHER KING, JR. DRIVE, CONTINUE 1 BLOCK DOWN CENTRAL AVENUE TO THE FIRST TRAFFIC LIGHT, WALL STREET, AND TURN LEFT. TURN LEFT AT THE NEXT LIGHT, PRYOR STREET. IMMEDIATELY BEYOND THE UNDERGROUND ATLANTA BUILDING AND BEFORE THE PARKING GARAGE, TURN RIGHT INTO THE ALLEYWAY. GO THROUGH THE DELIVERY ENTRANCE. IF YOU NEED ASSISTANCE PROCEED TO THE INFORMATION BOOTH LOCATED NEXT TO THE FOOD COURT IN THE EXCHANGE.

**ANY VEHICLE LEFT UNATTENDED AFTER LOAD-IN AND LOAD-OUT IS SUBJECT TO BEING TOWED.**