

CENTER STREET ART WALK

**On the Sidewalks of Center St. from Shattuck to Oxford, Berkeley, CA
8 Saturdays, June 12–July 31, 2010 – 11AM to 6PM**

Center Street is one of the most beautiful business district blocks in Berkeley.
It has the highest pedestrian traffic in the city
linking the Downtown BART station to the University of California.

Artists will line the wide sidewalks decorated with beautiful planters.
There are 13 restaurants on the block with outdoor café seating.

Acoustic musicians fill the air with delightful sounds.

Individually hand-painted art banners will be hung
from light fixtures and displayed in store windows in the area.

Your art will be the main attraction!

**Priority eligibility for a prominent display position
as part of the Downtown Storefront Art program
will be given if you sign up by April 16.**

What everyone is saying about CSAW:

"This dream of a vibrant sidewalk art festival for the center of Berkeley is an idea whose time is overdue! Berkeley overflows with talented artists, and a burgeoning generation of creative youth. Thanks to all for seeing the importance of including the students and faculty of Berkeley City College!" Juana Alicia, Artist

"Cubed, cubed horses couldn't keep me away." Pablo Picasso

"Count me in/over/melted." Salvador Dali

"Our community is in love with art. The new Center Street Art Walk will create a string of pearls, placing great artists along the most beautiful block in Berkeley." John Caner,
Downtown Berkeley Association

"Such lovely art. Really made me smile." Mona Lisa

"Who painted the sunflowers?" Van Gogh

APPLICATION EARLY DEADLINE IS APRIL 16, 2010

		Postmarked by April 16	Postmarked by or after May 15
10'x8' Space (28 available)			
One Date	@ \$75	\$75 checks OK	\$100 money orders only

Four Dates	@ \$65	\$260 checks OK	\$285 money orders only
Eight Dates	@ \$55	\$440 checks OK	\$465 money orders only

10'x6' Space (3 available)

One Date	@ \$60	\$60 checks OK	\$85 money orders only
Four Dates	@ \$50	\$200 checks OK	\$225 money orders only
Eight Dates	@ \$40	\$320 checks OK	\$345 money orders only

- A 20% fee will be retained in the event of a cancellation up until May 15 after which a 50% fee will be retained. Late applications will be accepted and wait listed.
- Acceptable are handmade fine arts by maker including paintings, prints, drawings, photography, digital imagery, textiles, graphics, etc. Greeting cards with your work on them are acceptable.
- Active art making is encouraged. Please let us know if you intend to work at your in your area.
- Submit **4 photographs** of your items for sale and 1 of your display if available. The photos should be representative of that to be sold from your space. Photos will be used to determine if work screened is the same as that which is in your display. For this first show, artists will be screened only. As the event grows, it will be juried.
- Submit a valid **CA Sellers Permit** number with this application. It may be obtained by calling the State Board of Equalization 510.622.4100. You are responsible for collecting and reporting all sales tax. Use reporting address as 2138 Center St., Berkeley, CA 94704.
- Enclose a **Self Addressed Stamped Envelope** (large manila) with adequate postage for return of your photos and, if you would like, up to 200 4x6 color postcards that you may distribute.
- After receiving your application and fees, promoter will assign you by email a 10'wide x8' frontage or 10'wide x 6' frontage on the sidewalk. Producer will issue you a permit of operation upon check-in that must be displayed in your space.
- Begin set up after 10AM to be open for business at 11AM. Display must remain open until 6PM. The event is on the sidewalk. The street is not closed. Parking is available in nearby paid lots (\$5/all day Saturday: Center St. Garage - Center @ Milvia or Allston Way Garage - Allston @ Milvia). Do not leave your car parked on Center Street after you off load.
- Provide your own chairs, display panels, etc. Space must be professional looking and have no storage boxes or clutter showing. Please do not use a canopy. There is no electricity available. If you need to purchase display panels, here is a site that has them or can give you a good idea about how to make them inexpensively: <http://www.graphicdisplaysystems.com/price.htm>
- Marketing for the event will consist of:
 - An East Bay Express Eblast ad will be purchased each week
 - Online event listings on over 40 sites will be posted
 - Event posting on ABS and DBA websites
 - Event notice on ABS Facebook page
 - Event notice on ABS Etrees
 - Color posters will be distributed.
 - Color postcards will be distributed not only to the businesses downtown but will be made available for the institutions and artists for their own distribution.
 - Press releases will be emailed out
 - Sandwich board signs will be placed at the Farmer's Market two blocks away
 - Overhead art banners individually created by artists from Berkeley City College will Ine Center Street.

- Each downtown business, artist, event producer, business association, and participating art organization will be encouraged to send info in their own newsletter, website, Facebook page, etc.
- In case of extremely bad weather or a natural disaster the show may be canceled at the discretion of the Producer. Call 510.548.5335 for recorded information that morning. No refunds or payments will be made if show is canceled.
- Vendor application is on next page. Please print it out and return.

ARTIST APPLICATION

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Business _____

Address _____ City _____ Zip _____

Contact Person _____

Cell Phone (____) _____ Other Phone (____) _____

Email _____

Applicant hereby releases and agrees to hold harmless and to not bring any lawsuit, arbitration or other action, claim, or proceeding (collectively "Release") against Lisa Bullwinkel, the Downtown Berkeley Association, and the City of Berkeley and their members, directors, employees, agents, subcontractors, representatives, attorneys, brokers, insurers, lenders, officers, directors, partners, successors (collectively "Producers") and assigns arising out of or relating to the Center Street Art Walk in Berkeley, CA. This Release includes but is not limited to any claim, loss, expense, cost, obligation, and liability that Applicant may suffer arising out of or relating to the Center Street Art Walk in Berkeley, CA whether by reason of breach of or failure by the Promoters to perform in any manner or any part of its obligations related to the Center Street Art Walk in Berkeley, CA or by reason of any act or omission of the Promoters. This Release includes but is not limited to every type of personal injury, property damage and damage to business interests, whether caused by Promoters or a third party, natural or human-made disaster, or animal.

Signature _____ Date _____

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ENCLOSE:

- ____ Event Fee payable to *Another Bullwinkel Show*
- ____ CA Sellers Permit # _____
- ____ Signature on this form
- ____ Photos
- ____ # of Postcards you want (200 max)
- ____ SASE for postcards & photo return
- ____ I will be making art at my booth

Preferred Dates:

- June 12 _____
- June 19 _____
- June 26 _____
- July 3 _____
- July 10 _____
- July 17 _____
- July 24 _____
- July 31 _____

Lisa Bullwinkel, Hoopla Coordinator
ANOTHER BULLWINKEL SHOW

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510.334.6523 Cell
Lisa@AnotherBullwinkelShow.com