

Frühlingsfest 2020 Artist Guidelines

Event Summary

The Goethe-Zentrum Atlanta is thrilled to present the second-annual Frühlingsfest (Spring Festival) in partnership with the city of Avondale Estates on March 21, 2020. This German-style art festival will feature food vendors, performers, and artists from around the Atlanta area.

General Information

A dynamic and growing city just east of Atlanta, the city of Avondale Estates is a community of good neighbors who embrace local businesses, great ideas and big opportunities.

ACCEPTED ART: All items must be hand crafted by the artist. Resale or wholesale items (buy/sell) *are not* permitted and will result in immediate dismissal without refund. No manufactured, imported items or raw materials will be allowed. Accepted categories include jewelry, pottery, glass, painting/drawing, photography, textile/leather, metal, wood, digital media and mixed media. Artists may only show and sell work from the category in which they have been accepted. Artwork and booth photos must be current and representative of display and art offered for sale. Frühlingsfest organizers reserve the right to ask the artist to remove items not representative of art submitted for jury process/acceptance.

Artist amenities include:

- Drive up access for easy load in/load out
- Limited to 100 Artists
- Generous booth space + storage behind booth
- Great festival layout/traffic flow
- Artist parking

WAIT LIST: Those artists not accepted (because of limited booth space) will be placed on a waitlist and will be notified as space becomes available. Payment will be required prior to set up.

Rules/Regulations – subject to change

DATES, TIMES & LOCATION: Saturday – March 21, 2020. Avondale Estates.

ARTIST: The artist must arrive on time and stay for the duration of the festival. Artists may not open their booth late or close early. No agents, dealers, or representative may attend in place of the artist. Only one artist may display in a booth unless agreed upon prior with the Frühlingsfest organizers.

PARKING: Artist parking (trailers, motor homes and vehicles) is available off-site. Artists must park in the designated parking area during show hours. All vehicles must be removed from the festival site 1 hour prior to the start of the festival.

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IMPORTANT 2020 DATES:

Application deadline	January 17
Notification	January 31
Festival details sent	March 10

BOOTH: Booths must be sized 10 X 10. Booths will be located on asphalt. Weighting tents is mandatory. Staking or tie downs to streets or adjacent structures is not permitted. Artists must furnish their own tent, display tables, skirting, & chairs. All displays must be designed and constructed to be aesthetically pleasing, and all sales and promotional activities must be confined to artist's assigned space. Power is not available. Portable generators or drop cords across the walkway are not permitted.

SET UP: Set up for the festival opens at 9 am on Saturday, March 21. All cars must be removed from the festival area and returned to the artists parking area 1 hour before the festival begins. Vehicles are not permitted in the festival area during festival hours.

TEAR DOWN: May begin at 8:00 p.m. on Saturday, March 21. Tear down must be complete by 9:30pm.

APPLICATION PROCESS:

- Complete [the Google form](#) "Frühlingsfest Artist Application Form."
- Accepted artists understand and agree that images of their work may be used by the show promoter for the sole purpose of marketing the event.

FEES: There is a non-refundable fee of \$75 for hosting a booth at the Frühlingsfest Künstlermarkt. It is due at the time of application and will be returned if you are not accepted into the festival.

Payments can be made online through the Frühlingsfest Vendor Registration page:

<https://german-institute.org/cultural-program/news-events/event/2020/03/21/fr-hlingsfest-vendor-registration/258449>

You are NOT fully applied to the Frühlingsfest Künstlermarkt until you make this payment.

No refunds will be given for the cancellation of the event due to inclement weather or circumstances beyond our control.

Sales tax rate in DeKalb County is 8%. Artists are solely responsible for collecting, reporting and paying all sales tax collected. Sales Tax forms will be available onsite, if needed.

Event Site Map: [View Site Map](#)