

# Artist Registration Form

DUE August 1, 2007



*See art in everything...*

Presented by:



CENTRAL SQUARE  
BUSINESS ASSOCIATION

P.O. Box 390426 • Cambridge, MA 02139

Tel: 617-441-7707 & 617-864-3211 Fax: 617-441-7706

www.centralsquarecambridge.com



Sponsored by: Cambridge Arts Council

Do you have a talent to share? Do you live or work in Central Square? Join the Central Square Business Association for the second annual Central Square arts extravaganza, ArtsCentral! A hub of music, dance, food, theater, film and fine arts, Central Square is a bustling community with talents waiting to be shared. We want YOU to be involved. To make this event a success, we need your commitment. Please mail this form, with all documentation, to the CSBA by August 3 to reserve your spot.

**WHAT:** ArtsCentral

**WHERE:** Along the streets of Central Square, between City Hall and Lafayette Square

**WHEN:** October 13, 2007 (set-up from 10:30-12 a.m., clean up at 6 p.m.)

**WHY:** To celebrate the thriving arts and community in Central Square

## INVOLVEMENT OPPORTUNITIES

1. **Perform.** We will have stages and performance areas around the Square for theater, music, martial arts and dance. Large venues are available.
2. **Works in Progress.** Artists from the community will spend a few hours working on their craft in a local business, answering questions, and promoting their work on Saturday afternoon from 12-6. At 6pm, we will convene at the YMCA, have a reception, and celebrate the afternoon's progress. During the festival, attendees will receive programs with the names and locations of artists. Artist's within businesses are welcome to sell their art, please bring enough to keep your space full.
3. **Vending.** Do you create something great in Central Square? Come sell it at ArtsCentral! Costs listed below.
4. **Workshops and Demonstrations.** Share your talents and interests with the Central Square community. We are looking for creative types to lead workshops in retail locations and community centers, artists interested in demonstrating their work in an outdoor space or a retail shop, and artists to lead activities in the Central Area.
5. **Installations, window displays on the day or leading up to the event.** A major component of the ArtsCentral festival will be artist installations within businesses. Here, artists create work in businesses. Please indicate if we can pair you with a business for display or installation. The fee for this is the same as the regular artist fee, \$25.00 and you will be allowed to sell work during the festival. If you sell work, we ask that you either replace pieces as you sell them, or to hold pieces at your station until the end of the festival. Your space is expected to be filled with art until the end of the festival.

This form applies to all performers, vendors, and artists doing demonstrations in Central Square stores. If a blank doesn't quite make sense for what you want to do, feel free to write in what does makes sense. We are not interested in limiting you in any way with the blanks that follow. Please just skip to the parts that apply to your involvement. An information packet will be mailed to you with more detailed information after the matching process is complete, no later than August 25, 2007.

## CONTACT INFORMATION

Contact Person \_\_\_\_\_  
Address \_\_\_\_\_ E-mail address \_\_\_\_\_  
Phone Number \_\_\_\_\_ Web site \_\_\_\_\_

## WORKS IN PROGRESS, WORKSHOPS, ARTS DEMONSTRATIONS AND INSTALLATIONS

Artists must pay a \$25.00 application fee. Non-profit organizations and schools are exempt from this fee (please include proof of your non-profit status with this application).

- What will your presentation/demonstration consist of? For artists sharing their Works in Progress, what is your medium? If you are planning a window display, what will it consist of? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- What supplies will you use for your presentation?  
\_\_\_\_\_  
\_\_\_\_\_
- Are you willing to do your presentation multiple times? \_\_\_\_\_ Yes \_\_\_\_\_ No
- How much space will you need for your presentation?  
\_\_\_\_\_
- Will you need a table(s)? \_\_\_\_\_ Yes \_\_\_\_\_ No  
If yes, how many? \_\_\_\_\_
- Where would it be best for your presentation to take place?  
\_\_\_\_\_ Indoors \_\_\_\_\_ Outdoors  
If outdoors, on the grass? \_\_\_\_\_ on the street? \_\_\_\_\_
- Will you need electricity? \_\_\_\_\_ Yes \_\_\_\_\_ No  
Will you need room for multiple presenters?  
\_\_\_\_\_ Yes \_\_\_\_\_ No
- Will your presentation be interactive with your audience (for instance, an activity like face painting would be interactive)?  
\_\_\_\_\_ Yes \_\_\_\_\_ No
  - Will you be serving food?  
\_\_\_\_\_ Yes \_\_\_\_\_ No
- We will give you further information soon about when you will need to set-up/clean-up, table locations, and what times your presentations should take place. Please let us know if you have any special requests concerning set-up/clean-up, items you may need (chairs/tables/lights) or the times of your presentation. If you are interested in performing multiple times, how much time do you need between performances? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## PERFORMERS (music, martial arts, dance performance, theater)

Please read the following guidelines:

- A one time \$25.00 registration fee MUST be submitted with your application. As a performer you are welcome to sell CD's, shirts, stickers or other promotional material, but we ask that you indicate that on this form. Non-profit organizations and schools are exempt from this fee.
- If you are a band or dance-performing group, please include an example of your work, a detailed description or a promotional piece indicating the type of audience you normally attract.
- Confirmation packages (acceptance letters, performance space assignment, schedule and maps) will be mailed to the address you provide on the application no later than August 25, 2007.

What will your performance consist of?

---

---

---

---

Please include a list of performers' names you expect to be involved \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How long do you need for set up? \_\_\_\_\_ How long is the performance? \_\_\_\_\_

Are you willing to do your presentation multiple times? \_\_\_\_\_ Yes \_\_\_\_\_ No

Where would it be best for your presentation to take place?

\_\_\_\_\_ Indoors \_\_\_\_\_ Outdoors If outdoors, on the grass? \_\_\_\_\_ on the street? \_\_\_\_\_

Will you need electricity?

\_\_\_\_\_ Yes \_\_\_\_\_ No \_\_\_\_\_ amplification

How much space will you need for your presentation?

\_\_\_\_\_

For musicians, what equipment will you be bringing?

\_\_\_\_\_

We will give you further information soon about when you will need to set-up/clean-up and what times your performances should take place. Please let us know if you have any special requests concerning set-up/clean-up, items you may need (chairs/tables/lights) or the times of your performances. If you are willing to perform more than once, how much time do you need between performances?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**VENDORS**

Please read the following guidelines:

- Preference will be given to artists that live or work in Central Square
- All spaces measure 6' deep from the curb. Vendors will be assigned a 10 ft. by 10 ft. chalk outline space to promote and sell your art, you may bring a free standing tent. All vendors are automatically assigned one table; this cost is included in your vendor fee. If you would like to reserve more than one table please indicate this below. You are encouraged to be creative in the display of all items.
- Central Square Business Association members and their employees receive discounts! One 6' table - \$60
- Non-members of the CSBA: One 6' table - \$120
- We will mail confirmation packages (acceptance letters, booth assignments, maps) to the address you provide.
- Vendors MUST be set up by 11:30 and close down at 6pm
- You must include at least two photos of your work and a short description of any work not pictured in the photos. The ArtsCentral planning committee will select artists/crafters based on quality, variety, and market. The CSBA reserves the right to deny an artist's application based on the appropriateness and content of his/her work.
- Most tables will be outdoors, in case of rain alternate locations will be provided.

Please describe your work:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Number of tables you want to reserve \_\_\_ One \_\_\_\_\_ Two

- Price range of your work (general) \_\_\_\_\_

## IMPORTANT

- The artist registration fee for ArtsCentral 2007 is \$25 (non-profits and schools are exempt) and the vendor fee is \$60 for members and \$120 for non-members.
- You will receive a letter no later than August 25<sup>th</sup> 2007 including information regarding where you have been assigned to, the contact information and a statement of where you will sign in to receive your goodie bag and pick up a table. This will also contain a FREE PARKING PERMIT for use on the day of the festival..
- Payment may be mailed separately (please indicate the artist's name on the payment). Payments must be received by mail no later that August 5. Checks should be made out to the Central Square Business Association
- With registration, participants receive:
  - **A goodie basket** to express our deepest thanks for participation, which includes the following:
  - **Two buttons** that can be used for two weeks in October to acquire discounts at local restaurants and businesses in Central Square
  - **An optional 6' table** to be supplied the day of the event
  - **An opportunity to sell merchandise** during the festival, in your assigned area during the day
- If we are unable to accommodate an artist or group for any reason, we will refund all fees.
- *The Central Square Business Association reserves the right to deny artists' applications based on the content of their work.*
- **RAIN DATE:** There is NO rain date for ArtsCentral. In the event of rain, the CSBA has reserved multiple locations in Central Square for artists, performers, and vendors.

Questions? Please e-mail [mail@centralsquarecambridge.com](mailto:mail@centralsquarecambridge.com).

To reserve a space today, mail forms to:

ArtsCentral; c/o The Central Square Business Association  
PO Box 390426  
Cambridge, MA 02139

**PLEASE RETURN THIS FORM to the CSBA office by AUGUST 1.**

