

** Artists Helping Artists Keep Culture Alive **



September 3 - 4, 2011

Market Terms, Conditions &
Applications

Administrative Office
c/o Farmington CVB
3041 E. Main Street
Farmington, NM 87402
Phone: 800-448-1240

Festival Location
Farmington Civic Center
200 W. Arrington
Farmington, NM 87401

www.totahfestival.farmingtonnm.org

**2011 Booth Layout
Exhibit Hall, Hallway and Atrium**

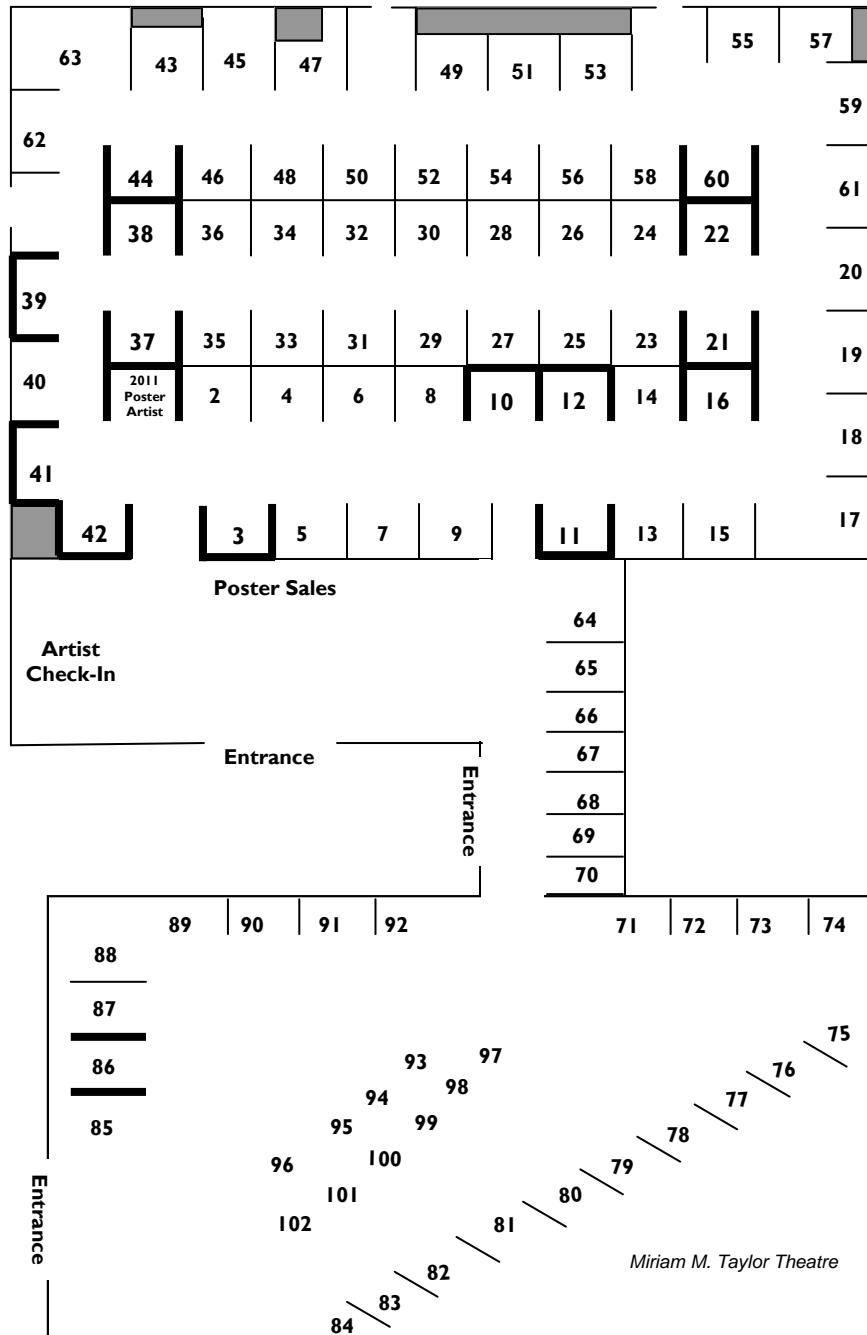


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The Market Terms and Conditions booklet, Application and Poster Contest Entry Form are also available online at www.totahfestival.farmingtonnm.org

Totah Festival Foundation

Mission Statement

Purpose of the Totah Festival Foundation:

- 1) To provide and promote a public marketplace where Native American artisans are able to display and sell their fine handmade artworks and paintings.
- 2) To encourage the development of newly discovered talent among Native Americans by providing an outlet for their works.
- 3) To bring to the northwest corner of New Mexico those people from all over the world who are interested in knowing more about our cultural heritage, and to invest in the artworks of that culture.
- 4) To create a well-known source for collectors and retailers of Indian art objects.
- 5) To enhance the appreciation of our community, and the world, for our talented American Indian community.

2011 JURIED COMPETITION

The Totah Festival offers a Juried Art Competition for registered and confirmed participants of the Festival and or Rug Auction. Registered artists and Weavers confirmed for the Rug Auction are allowed three (3) entries for judging. Prize money and ribbons are awarded in over 20 categories.

Entries for the juried competition must be hand-delivered to the *Farmington Convention & Visitors Bureau*, located at 3041 E. Main, in Farmington. **Entries will only be accepted on Friday, September 2, 2011 from 8 a.m. to 12 noon.** Mail-ins will not be accepted.

The artist must be the sole owner of any artwork submitted for judging. Judging will take place immediately following the deadline. The winning entries will be on display for the Poster Artist Reception Friday evening.

Poster Artist Reception and Juried Competition Reception

Friday September 2, 2011

5 p.m. to 7 p.m.

Gateway Park Museum & Visitors Center
3041 E. Main St., Farmington, NM 87402

Ribbons will be awarded for 1st, 2nd and 3rd places in each category. Prize money and ribbons will be awarded for Best of Show 1st, Best of Show 2nd, Best of Show 3rd, Claudine Riddle Award, Emerging Artist 1st and Junior Artist 1st. The Best of Show 1st place winner will also be given a free booth in the 2012 Totah Festival.

Juried Art Categories

- | | |
|------------------------------|---------------------------------|
| I. Jewelry | VIII. Beadwork |
| II. Paintings/Prints/Drawing | IX. Sand Art |
| III. Weavings | X. Sculpture |
| IV. Pottery | XI. Cultural Items |
| V. Wood Carving | XII. Junior Artist (18 & under) |
| VI. Folk Art | XIII. Emerging Artist |
| VII. Basketry | XIV. Photography |
| XV. Digital Art | |

All entries must be available for sale at the artist's booth or the rug auction during the Totah Festival. An artist may receive first prize for only two (2) consecutive years, but the artist may enter and be eligible for other awards every year. More information on judging will be sent to the individuals who are confirmed for booth space.

2011 TOTAH FESTIVAL RUG AUCTION POLICY

The Totah Festival will accept rugs directly from weavers only, with the following understanding:

1. Both the weaver and Totah Festival representatives agree on a **REASONABLE** minimum acceptable auction price.
2. If a minimum price **cannot** be reached, the rug will not be accepted by Totah Festival.
3. Weavers will be charged a **10% commission** on sold rugs. The funds generated from the sale of all rugs will be invested back into the Festival.
4. No rugs may be sold on the Civic Center premises or surrounding parking lots during Totah Festival, except in a registered booth.
5. A limited number of rugs from invited licensed and active Trading Posts will be accepted for sale at the auction, with a statement of authenticity, signed by the weaver attached to the name of the Trading Post.
6. Trading Post owners will be charged a 25% commission on sold rugs.
7. Rugs from other sources will NOT be accepted.
8. To enter a rug into the Totah Festival Juried Art Competition, the rug must be available for sale at the Festival. Weaver must be registered into a booth or checked-in to the auction.
9. **All rugs must be made entirely of purchased or hand-spun natural (non-synthetic) wool.**

Rug Check-in Times

Friday, September 2 9 a.m. to 5 p.m.
Gateway Park Museum & Visitors Center

Saturday, September 3 9 a.m. to 12 noon., Civic Center Theater
Rugs will not be accepted after 12 p.m.

Rug Auction will be held in the Civic Center Theater
200 W. Arrington
1 p.m. Saturday, September 3, 2011

A. Weavers may collect their unsold rugs and checks for rugs sold, Saturday, September 3th beginning one hour after all sale transactions are completed and all Weaver's checks have been written. Weaver names will be called out in the order that the checks were written.

Or

B. Weavers may collect their unsold rugs and checks for rugs sold on Sunday, September 4th at the Civic Center Room A, from 11 a.m. to 1 p.m. or on Tuesday, September 6th at the Farmington Convention and Visitors Bureau at Gateway Park between 9 a.m. and 4 p.m.

2011 Schedule of Events

June 27- July 25, 2011

Artists entering the Totah Festival submit artwork for Totah Festival Poster Contest. Must be hand delivered to Fifth Generation Trading Co., 232 W. Broadway, in Farmington. Entry drop-off, 10 a.m. to 3 p.m. Monday-Saturday. **Mail-ins not allowed.**

July 27, 2011

Panel of judges select artwork for 2011 Totah Festival Poster and T-shirt.

July 29, 2011

Artwork not selected available for pick-up. Fifth Generation Trading Co.

Friday, September 2

Juried Art Show Competition Drop-Off, 8 a.m. to 12 noon

Gateway Park Museum and Visitors Center

Rug Check-in, 9 a.m. to 5 p.m.

Gateway Park Museum & Visitors Center

Artist Early Check-in, 4 p.m. to 6 p.m.

Farmington Civic Center

Poster Reception and Juried Competition Awards, 5 p.m. to 7 p.m.

Gateway Park Museum and Visitors Center

Saturday, September 3

Artist Check-in, 7 a.m. to 9 a.m., Farmington Civic Center

Rug Check-in, 9 a.m. to noon, Farmington Civic Center Theater

Show Open to Public, 10 a.m. to 7 p.m.

Contest Pow Wow, 10 a.m. to 7 p.m., Farmington Civic Center lawn

Artist Demonstrations, ongoing throughout the day

Navajo Rug Auction, 1 p.m., Farmington Civic Center Theater

Raffle, ongoing throughout the day

Sunday, September 4

Contest Pow Wow, 11 a.m. to 6 p.m., Farmington Civic Center, lawn

Show Open to Public, 11 a.m. to 5 p.m., Farmington Civic Center

Artist Demonstrations, ongoing throughout the day

Raffle, ongoing throughout the day

To Our Valued Participants

Totalah Festival began in 1988 with the idea of creating a marketplace for Native American artists to share their skills and craftsmanship with the community, visitors and each other. The Festival has grown to more than 100 artist booths, a Contest Pow Wow, renowned Navajo Rug Auction and a variety of Artist Demonstrations. As a Foundation, we not only wish to bring more artists to the forefront, we strive to keep the cost low for our participants in order to enable them to establish their business and to learn how Shows and Festivals are operated.

We thank those artists that have been with us for the past 23 years. They are truly the building blocks of this operation. Without their support and good-will, Totalah Festival would not enjoy the success that it has today.

The Artist Advisory Committee has recommended to the Foundation an additional statement to our title, "Artists Helping Artists Keep Culture Alive". We wish each and every one of you success in your career and we are proud that you chose Totalah Festival as one of your annual Festivals.

2011 Totalah Festival Foundation Board of Directors

George Francis, President
Bart Wilsey, Vice President
Shawn Lyle, Treasurer
Debbie Dusenbery, Secretary

Reevis Begay Loeky Heaton Roy Kady
Elvin Keeswood Raymond Tsosie

2011 Artist Advisory Committee

Thomas Cunningham Mickey Ginn Gerti Mapoo-Sanchez
Elnora Teasyatwho Vida Tsosie Leon Wheeler

2011 TOTALAH FESTIVAL POSTER CONTEST

You are cordially invited to submit your artwork for the 2011 Totalah Festival Indian Market Poster Contest. This will be our 22nd annual art poster award. Artists previously honored were Mark Silversmith (1989), Pete Jackson (1990), Clifford Simpson (1991), Jay De Groat (1992), Willie Murphy (1993), Dave Yazzie (1994) Jimmy Abeta (1995), Don Clark (1996), Calvin Toddy (1997), Roger Deale Jr. (1998), Lawrence Charley II (1999), Anthony Chee Emerson (2000), Rosie Yellowhair (2001), Hyrum Joe (2002), James Joe (2003), Everett Howe (2004), Cheryl Joe (2005), Harold NezBegay (2006), Donovan Begay (2007), Roger Deale Jr. (2008), Douglas Yazzie (2009) and JC Black (2010).

The competition is open to **Native American Art of all types of media** including 3-dimensional pieces (e.g. sculpture, wood carving, rugs, silver work etc.) You may submit **up to three (3) pieces** of artwork for the contest. Artwork must be **hand delivered to Fifth Generation Trading Company** in Farmington, June 27 through July 25, 2011. Artwork not selected will be available on July 29, 2011. Entries can be dropped off/picked up Monday -Saturday, 10 a.m. to 4 p.m. Mailed entries cannot be accepted.

Artwork will be reviewed by a select group of judges. They will consider the overall impact of your work, the appropriateness of the subject matter as it relates to the Festival, and how well the artwork can be photographed and reproduced as a poster. Please be aware there is no need to do any lettering for the poster unless it is incorporated into the artwork. The printer will set the type.

Deliver artwork to: Fifth Generation Trading Co.
232 W. Broadway, Farmington
Artwork drop off dates: June 27 - July 25, 2011 from 10 a.m.-4 p.m.
Pick-up art work: July 29, 2011

Artwork must be owned by the artist and available for sale at the 2011 Totalah Festival. The 2011 Totalah Festival Poster Sponsor will have first right of purchase of the winning piece of artwork. The winner will have his/her booth at a prime location in the Civic Center Exhibit Hall to sell artwork. Winning artist will receive **100** of the **250** posters and all artist's proofs at the close of the festival on Sunday as the artists 100 posters are not to be sold until after the 2011 Totalah Festival. Winner must be available at his/her booth to sign purchased posters during the business hours of the Festival and at the poster unveiling reception **Friday, September 2, 2011.** Artist will be expected to sign and number the 250 posters prior to reception. The artist must be at the poster unveiling.

SPECIFIC CATEGORY REQUIREMENTS

XIII. EMERGING ARTIST

- A. **This artist must be new to the industry and have never sold any artwork one year prior to September 4, 2010.**
- B. All rules, regulations, eligibility of artwork and above mentioned category specification previously stated apply.

XIV. PHOTOGRAPHY

- A. Artist hallmark, mark or statement of authenticity by the artist is required for each item and must be **displayed at booth.**
- B. Artists must have captured and created the original exposure, with a date not previous to September 1 of the previous year.
- C. Artist name shall not appear anywhere on the face of the entry.
- D. Entries must be mounted on standard mount board.
- E. Images of any size or shape allowed.
- F. Each entry must be titled.
- G. No more than two (2) entries on the same subject matter.

XV. Digital Art

- A. Artist hallmark, mark or statement of authenticity by the artist is required for each item and must be **displayed at booth.**
- B. The artist must have performed all digital manipulation or design.
- C. Each entry must be titled.
- D. The artist name must not appear on the face of the entry.
- E. No two (2) entries shall be of the same subject or identical regardless of size.
- F. Entries must be mounted on standard mount material.
- G. Images of any size or shape are allowed.
- H. Digital art depicting ceremonial or nude subjects will not be allowed.
- I. Digital art must be printed using archival materials.

Registration Information

Due to the limited number of spaces, we encourage all artists to register as soon as possible to avoid being placed on a waiting list. Please read all instructions carefully before submitting your booth fees.

Booth Registration: The \$25, \$50 or \$100 non-refundable booth fee is due at time of application. Standard booths are \$25, assigned after Premium and Choice booths. Choose any Non-Premium booth for \$50 and any Premium Booth (booths in high traffic areas) for \$100. All booths assigned in the order received.

Booth Capacity: A maximum of 2 artists permitted per booth. Only registered artist(s) will be permitted in booth space.

Booth Space: Booths assigned in order applications are received. Application, booth fee, artist biography, 3 NEW photographs and a written detailed description of all artwork are ALL REQUIRED and must be approved before booth space can be assigned.

Booth Space Description: Booths #1-63 are in the Exhibit Hall and will be approximately 10 ft. X 7 ft. separated and draped. Booths #64-100 will be draped but not separated. One table and two chairs will be provided per booth. Please let us know with application if you will not need the table and it will be removed.

Display: Display units are not provided. Displays, tables and shelving brought in must fit within the assigned booth space. Artists agree to keep booth space presentable and free of debris.

Electricity: Electricity cannot be made available to every booth. If necessary for booth, artists should set up and connect to outlet at Early Check-in, on Friday.

Waiting List: Established after all booths have been filled.

Cancellation: Please notify administrative office of cancellation by **Friday, August 1, 2011.** No shows jeopardize acceptance into future shows. Booth fees are non-refundable. No rain-checks.

Photos: At least 3 photographs MUST be submitted with application, include an image for each category of artwork to be sold at the festival. NEW PHOTOS of NEW ARTWORK required each year.

Submit application, 3 photographs, artists biography, description of artwork (for each category) and booth fee to:

**Total Festival
3041 E. Main Street
Farmington, NM 87402**

RULES AND REGULATIONS

Any artist not in compliance or with continued disregard of the set rules and regulations of Totah Festival will be required to leave the premises immediately.

1. The Totah Festival Foundation, herein called Producer, herewith grants a revocable license to use the exhibit space as assigned, subject to the terms and conditions set forth in this contract.
2. Any exhibitor not occupying his/her booth space by **9:00 a.m., Saturday, September 3rd** will forfeit his/her booth space AND booth fee, unless such deviation is confirmed and agreed to by Producer. Forfeited booths will be filled by artists from the waiting list.
3. No exhibitor will be allowed to begin packing prior to the actual close of the show. Any exhibitor packing their display, or moving out early, will jeopardize their participation in future Totah Festivals.
4. Buyers may not be solicited in the halls or aisles, nor in any other exhibitor space, or escorted to other spaces. Exhibitors may not have models, signs or other solicitation devices outside their booth space.
5. Exhibitors may not distribute any printed material outside of their assigned booth space without Producer's approval. As a matter of courtesy, please ask permission from other exhibitors before entering their space. If they are with a customer, please allow them to give their full attention to the buyer.
6. Exhibitors assume all responsibility for compliance with local, state & federal ordinances and regulations covering fire, safety and health. All exhibit equipment and materials will be reasonably located within the booth and protected with safety devices as necessary. Only fireproof materials should be used in displays. All necessary fire precautions must be observed by exhibitors. No flammable liquids shall be kept within the exhibit booth.
7. The Producer reserves the right to assign all booth locations and to make changes that become necessary at any time, consistent with good show practice.

SPECIFIC CATEGORY REQUIREMENTS

VIII. BEADWORK

- A. Artist hallmark, mark or signed statement of authenticity by the artist is required for each item and **displayed at booth**.
- B. All items beaded must be handmade and crafted by the artist.
- C. **Any item containing plastic beads WILL NOT be allowed.**
- D. Same standards that apply to jewelry apply to beadwork regarding artist's hallmark and the quality of materials and the use of purchased materials. (See Jewelry on page 9).

IX. SAND ART

- A. Artists hallmark, mark or a signed statement of authenticity by the artist is required for each item and **displayed at booth**.
- B. Commercial sand must be identified.
- C. Sand art on pottery must meet pottery guidelines as described on page 10.

X. SCULPTURE

- A. Artist hallmark, mark or a signed statement of authenticity by the artist is required for each item and must be **displayed at booth**.
- B. No prefabricated sculptures.
- C. All Types of media are acceptable.
- D. Metal castings must be made by the artist, from the artist's original model and shall be accompanied by a statement of authenticity signed by the artists along with a note designating such work.
- E. No numbered castings after 10/10.

XI. CULTURAL ITEMS

- A. Artist hallmark, mark or a signed statement of authenticity by the artist is required for each item and must be **displayed at booth**.
- B. All items must meet the Indian Handmade regulation and all applicable Acts for Indian Art.

XII. JUNIOR ARTIST

- A. Artist must be age 18 years or younger.
- B. All rules, regulations and eligibility of artwork for the applicable category and specific requirements apply.

SPECIFIC CATEGORY REQUIREMENTS

II. PAINTINGS/DRAWINGS including Contemporary

- A. Artist's hallmark, mark or a signed statement of authenticity by the artist is required for each item and must be displayed at booth.
- B. Original paintings allowed in all media.
- C. Hand executed lithographs, serigraphs & etchings are allowed.

III. WEAVINGS

- A. Artist hallmark, mark or a signed statement of authenticity by the artist is required for each item and must be **displayed at booth**.
- B. Weavings shall be created on a traditional style loom.

IV. POTTERY including Contemporary

- A. Artist hallmark, mark or signed statement of authenticity by the artist is required for each item and must be **displayed at booth**.
- B. Only hand-formed pottery is allowed and must be signed by the artist.
- C. NO mould poured ceramic allowed.
- D. **NO Commercial Clay.**
- E. All painted or etched pottery must also meet pottery guidelines stated under the pottery guidelines.
- F. **Wheel-Turned pottery must be labeled as such.**

V. WOOD CARVING

- A. Artist hallmark, mark or a signed statement of authenticity by the artist is required for each item and **displayed at booth**.
- B. All one (1) piece carvings shall be signed by the artist and identified noting the type of wood utilized.

VI. FOLK ART

- A. Artist hallmark, mark or a signed statement of authenticity by the artist is required for each item and displayed at booth.
- B. Folk art can be multiple piece carvings utilizing glue or other adhesives.

VII. BASKETRY

- A. Artist hallmark, mark or a signed statement of authenticity by the artist is required for each item and **displayed at booth**.
- B. Only hand-formed baskets are allowed.
- C. Non-native materials may be used only when secondary to native materials and only when secondary to the importance of the basket.

RULES AND REGULATIONS

8. Producer will provide security only during the time the market is not open to buyers from move-in time until show closing. However, Producer WILL NOT be liable for loss or damage to the property of the exhibitor or their representatives or employees from theft, fire, accident, water or any other cause.
9. Exhibits and property within the exhibit are brought into the building, maintained and removed from the building at the exhibitor's risk.
10. Exhibitor shall indemnify the Producer against and hold it harmless from any claims, suits, or liabilities resulting from negligence of exhibitor in connection with the exhibitor's use of the exhibit space.
11. Producer will not be responsible for any injury, damage or loss that may occur to an exhibitor, to his/her employees or invitees or to any other person on the premises of the exhibit.
12. Exhibitors will be allowed into the exhibit hall one-half hour prior to opening each day, and will be required to leave the exhibit hall not later than 15 minutes after closing time.
13. Exhibitors are advised to carry floater insurance to cover exhibit material and merchandise against damage and loss, and public liability insurance against injury to the person and property of others.
14. Exemption(s) to these Festival regulations may be requested and will be considered by the Board of Directors at the request of the Festival Committee or those seeking the exemption.
15. Artists must comply with the current Federal Indian Arts and Crafts Sales Act and the New Mexico Indian Arts and Crafts Sales Act. All items offered for sale must be properly represented. Everything for sale at an artist's booth at Totah Festival must be produced by the registered artist or artists in booth. All forms of artwork are acceptable if the work is done by hand.

RULES AND REGULATIONS

16. There are a number of restrictions that may apply to specific categories. Jurors and the Show Committee have the final determination concerning the interpretation of these rules and regulations. In order to increase the quality and integrity of the Totah Festival, new procedures in the monitoring and juroring of booths have been implemented. **All accepted artists are due in their booths by 9:00 a.m. Saturday, September 3, 2011. Vacant booths will be reassigned at 9:15 a.m.** At 9:00 a.m., jurors will check all booths looking for the following:
 1. Compliance with Federal & State Native American Art Acts.
 2. Compliance with Totah Festival rules and regulations.
 3. All items for sale are made by the registered artist(s).
17. Artist(s) must maintain a presence at their booth during the entire length of the show.
18. **No mass production of any kind is allowed.** Commercially mass produced items such as books, videos, CD's, postcards, prints etc. must be juried into the show by the Totah Festival Foundation Board of Directors and are subject to acceptance or rejection. Items must be submitted no less than two weeks prior to the opening date of the Festival.
19. **Textiles:** Artwork of any kind, on fabric, that is also designed and handmade by the artist. **Pendleton is NOT allowed.** T-shirts, blouses, pants, or any other **clothing manufactured by commercial firms upon which artwork is placed is NOT allowed.**
20. Festival participants exhibiting behavior/attitudes deterrent to the success of the show can be removed from the grounds. The individual's actions will then be evaluated by the Totah Festival Board to determine future attendance.

SPECIFIC CATEGORY REQUIREMENTS

I. JEWELRY

A. Hallmarks

All jewelry including beading, metal work, etc. must have an artist's hallmark, mark or a signed statement of authenticity by the artist. This is required for each item and must be displayed at booth.

B. Metal

- 1) Each piece must have the artist's hallmark, mark or a signed statement of authenticity by the artist for each item and must be **displayed at booth.**
- 2) Each piece must be clearly **STAMPED** identifying the metal content of each piece.
- 3) Multiple centrifugal cast is not allowed. **Multiple cast is defined as lost wax cast, centrifugal cast, spin cast, vacuum cast or any other casting method that is not hand poured, employing gravity only into a mold created by an Indian artist.**
- 4) No manufactured components may be used except for allowable findings (pin backs, earring backs, sterling silver chains)
- 5) No machine made liquid silver, metal beads or plated metals are allowed.

C. Stone

- 1) Artist's hallmark, mark or signed statement of authenticity by the artist is required for each item and must be **displayed at booth.**
- 2) Artist must be able to identify all stones upon request.
- 3) All stones shall be of natural color and hardness except:
 - a) Historic or ethnic (i.e. Santo Domingo rolled stone jewelry, mosaic, etc.)
 - b) Fetish jewelry.
 - c) Stabilized turquoise is allowed, but must be disclosed as such.
- 4) NO imitation or synthetic stone or shell.
- 5) NO non-Indian heishi or fetishes.