



Bath House Cultural Center • White Rock Lake
521 E. Lawther Dr. Dallas, Texas 75218

GUIDELINES AND INSTRUCTIONS

Art Mart Dates: November 22-24, 2024

Applications Deadline: Saturday, October 12, 2024

Applications close at midnight Central Time

A digital version of this document can be found at <https://bathhouse.dallasculture.org/artmartapplication>

Read these guidelines carefully before submitting your application

ABOUT THE ART MART

Since 2003, the Art Mart has showcased the work of local and regional artists who work in a variety of styles, including painting, sculpture, photography, ceramics, textile art, jewelry, mosaics, glass, and other art media. Proceeds of the Art Mart benefit the participating artists and the **Friends of the Bath House Cultural Center**, a not-for-profit organization that supports year-round visual and performing arts programs at the center.

The **Bath House Cultural Center** is a facility of the City of Dallas Office of Arts and Culture that is dedicated to fostering the growth, development and quality of multi-cultural arts.

Learn more about these organizations by visiting their websites at www.friendsofthebathhouse.org and www.bathhousecultural.com.

SUBMITTING APPLICATIONS

Submitting applications and participating in the Art Mart implies agreement to terms and conditions stated in these guidelines.

All Art Mart applications are entered into a competitive juried selection process. Artists who would like to be considered for the Art Mart must fill out an application online by using the link below. Read all the guidelines before you submit your application.

<https://reviewstar.io/f/lb08QnN71Q>

The application portal will not accept late applications. We will only review applications received online.

IMAGES

Make sure that the photographs that you include with your application are sharp and that the quality and size of your files is adequate. Use pictures that show the uniqueness of your work as well as how versatile and diverse it can be. Although not required, you can also include a picture of how you set up your booth.

JURYING OF APPLICATIONS

A Selection Committee reviews all applications and selects around 55 artists for the event. The selection is based on several factors, including the quality, uniqueness, and pricing of the artwork. The committee aims to ensure a diverse marketplace by maintaining a balanced representation of artists and mediums.

Past statistics show that artists offering items in the low to moderate price range tend to attract more attention from Art Mart patrons.

The committee's decisions regarding artist selection and booth assignments are final and cannot be contested.

NOTIFICATION OF ACCEPTANCE

Applicants are solely responsible for reviewing the results of the selection process. **We will not send notifications to the artists.**

Visit the Bath House Cultural Center's Notification Page at <https://bathhouse.dallasculture.org/notifications> after 6 PM on the date shown on the **Art Mart Schedule**, to see if your application was approved.

BOOTH FEES

Art Mart booth fee payments will be made to the **Friends of The Bath House Cultural Center**, after the artists have been selected. Please refer to the **Art Mart Schedule** to see the deadline for booth fees. Selected artists can pay their fees with a check or credit card.

Artists will only be allowed to setup their booth if their fee has been received by the Friends of the Bath House Cultural Center. In the event of a returned check, artists will not be allowed to participate in the Art Mart and their space will be assigned to another applicant.

TABLES, DISPLAYS AND EQUIPMENT

Artists must provide their own equipment for the display of their artwork (panels, tables, chairs, electrical chords, extra lighting, tablecloths, etc.). Adequate lighting will be provided in all booth spaces, but artists can also bring additional lighting devices of their own. **Space heaters are not allowed.**

HANGING ART ON THE WALLS

Artists are not allowed to hang art on the walls of the LOBBY, THEATER, or LAKE LEVEL, as these rooms have walls that are made of concrete. Some of the Lake level walls have mural paintings that should not be covered or obstructed with Art Mart items. Artists assigned to these spaces must display their works on movable panels, tables, racks, pedestals, or other types of portable display systems.

Artists can hang their artwork directly on the walls of the Hallway Gallery, ArtFlexSpace, Main Gallery, and Classroom. Those artists are responsible for removing any hardware (nails, screws, hooks, staples, tape, wire, etc.) from the walls at the end of the event.

SHARING OF BOOTHS

Subleasing or sharing of booth space is not allowed. Multiple artists who represent one single art organization, however, are eligible to share a booth.

DONATED ARTWORK

The Art Mart will showcase artworks donated by participating artists, with each piece valued at \$60. These items will be available for immediate purchase, facilitated by Friends of the Bath House volunteers. Fifty percent of the sale proceeds will go to the artist, while the other half will benefit the Friends of the Bath House. If your artwork does not sell, it will be returned to you.

The purpose of displaying donated items is to showcase the participating artists' work and guide patrons to their booths, where they can explore and purchase more of their creations.

SALES / WI-FI

Artists are responsible for conducting their own transactions and for taking care of their own sales taxes. The Art Mart does not take any fees from artists' sales. The artists retain 100% of their sales earnings.

The Bath House Cultural Center offers a limited bandwidth Wi-Fi connection that enables artists to conduct online transactions.

BOOTH SPACE LOCATIONS

Booth spaces are available in the following areas:

1. **Theater (12 booths)**
2. **Lobby (6 booths)**
3. **Gallery Hall / ArtFlexSpace (8 booths)**
4. **Main Gallery (10 booths)**
5. **Classroom (5 booths)**
6. **Lake Level (13 booths)**

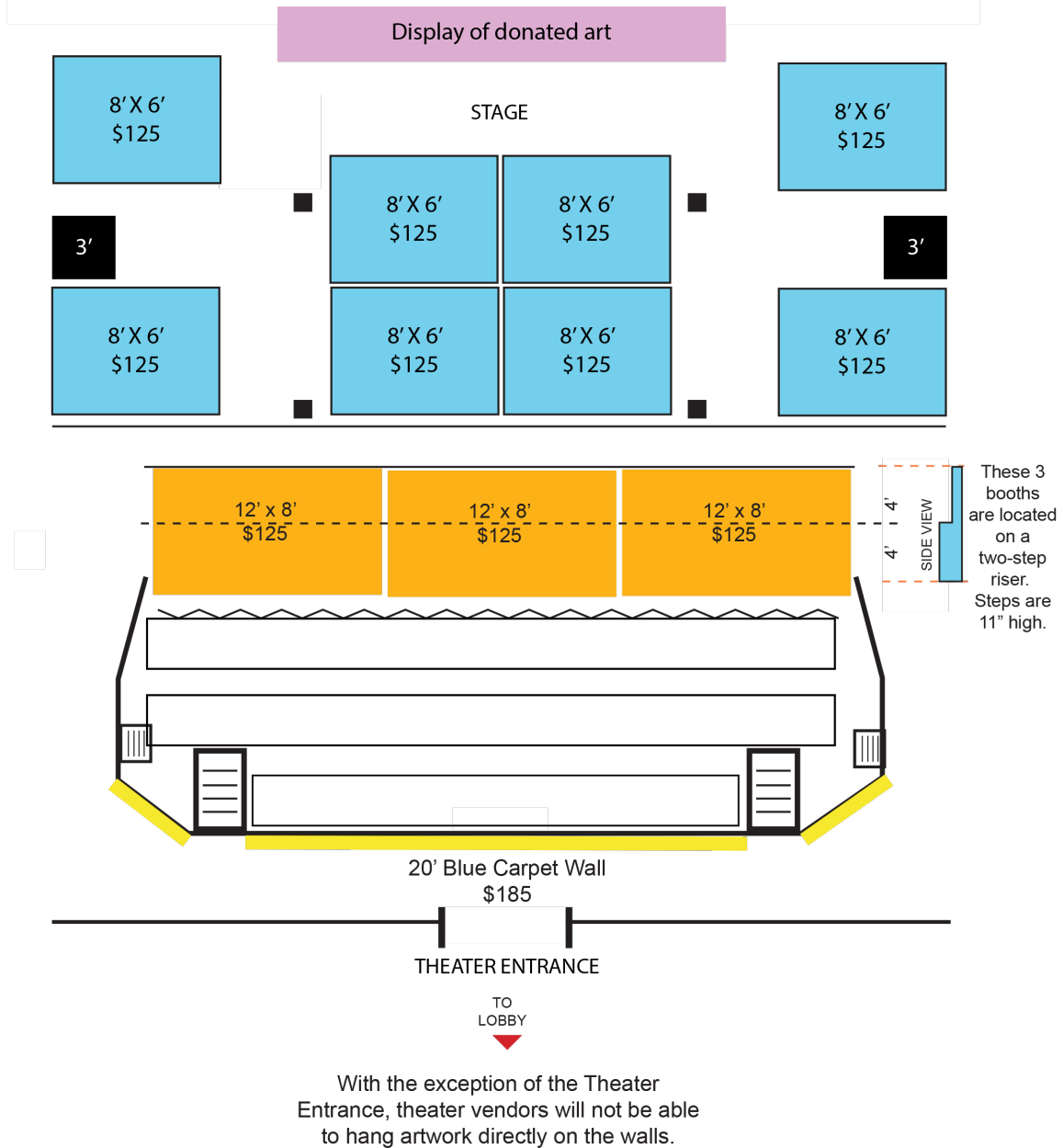
REQUESTING BOOTHS

Refer to the booth maps below for details on the size, location, layout, and price of each space. Keep these maps handy when submitting your application.

Applicants can list their top two preferred booth locations on the application. The committee will try to honor these preferences, but sometimes popular spots or the concentration of similar products in one area make it impossible. In such cases, an alternative booth will be offered. If the artist does not accept the assigned location, they can opt out, allowing another vendor to participate.



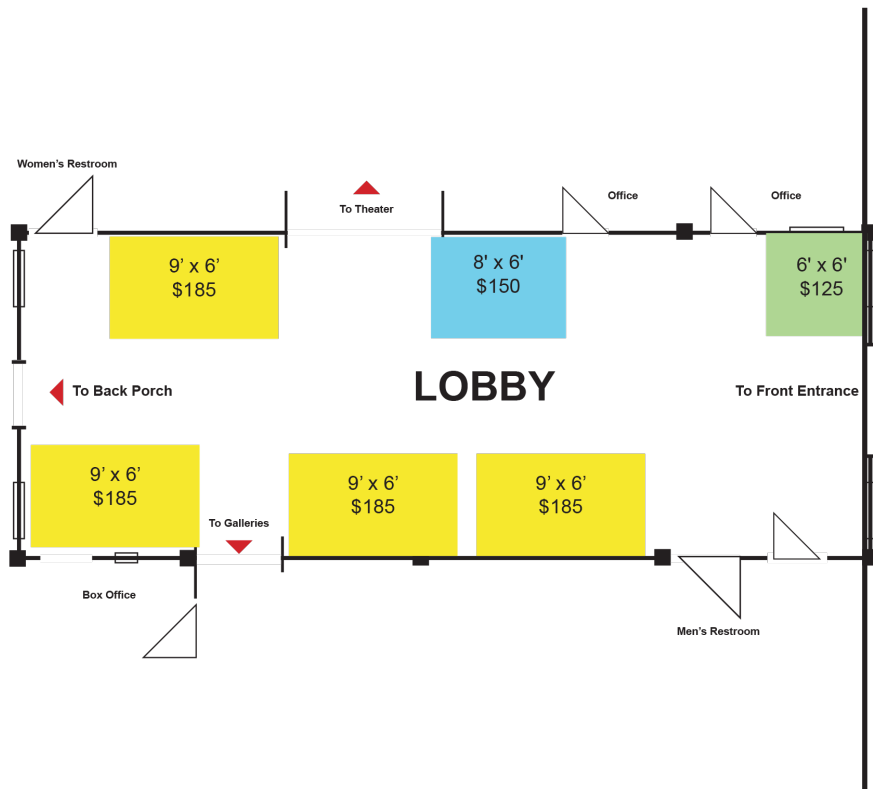
THEATER





Bath House
CULTURAL CENTER

LOBBY



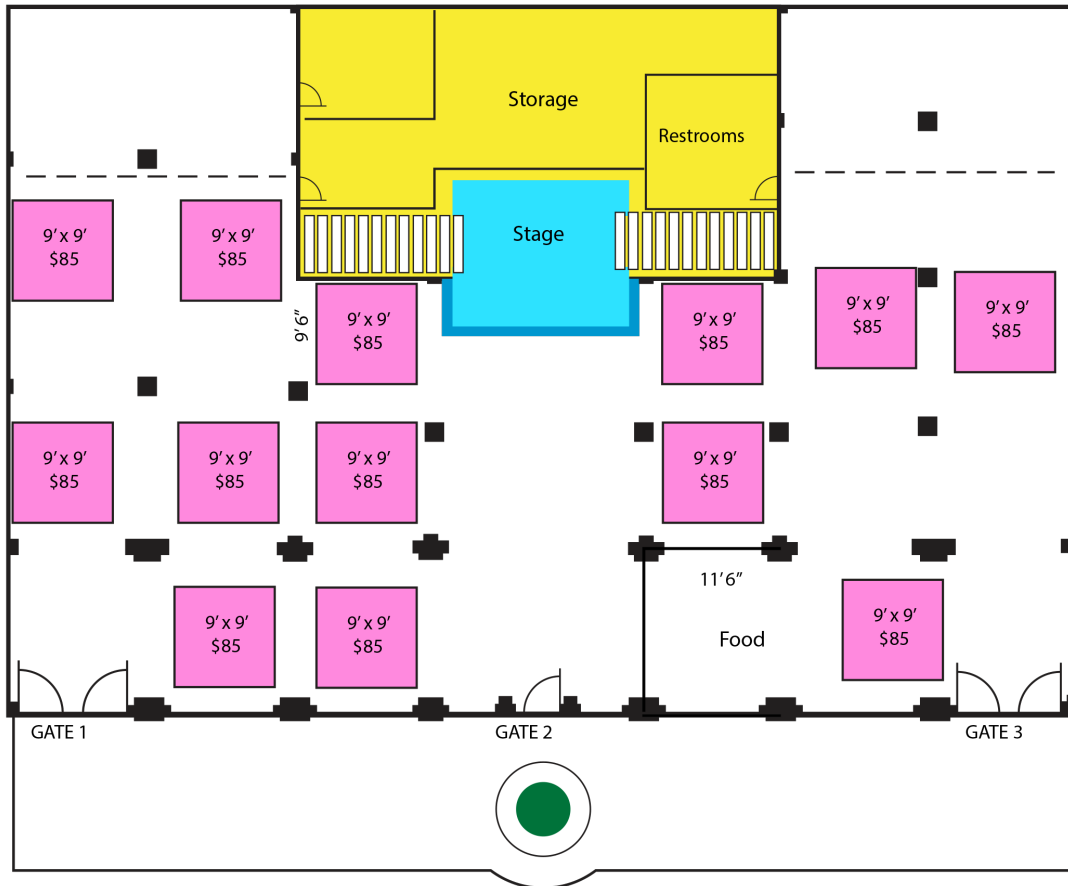
Lobby vendors will not be able to hang artwork directly on the walls.



Bath House
CULTURAL CENTER

MAIN GALLERY, HALL, ARTFLEXSPACE, CLASSROOM





Lake Level vendors will not be able to hang artwork directly on the concrete walls. The use of panels or grids to hang artwork is allowed.

The Lake Level area is protected by metal bar fences and gates. All the gate entrances will be locked at night, but the Lake Level is currently not monitored by a security alarm. There is no AC or heating in the Lake Level.



ART MART SCHEDULE

Application Deadline
Saturday, October 12, 2024

Notification of Acceptance
Wednesday, October 23, 2024

Posted at 6 PM at <https://bathhouse.dallasculture.org/notifications>

Booth Fees Deadline
Saturday, November 9, 2024

(Payment instructions will be provided after the artists have been selected)

Setup, Preview Reception, Sale
Friday, November 22, 2024

Artists load in and set up their booths between 1 and 6 PM.

The Bath House will be closed to the public and to the artists on this day before 1 PM.

The BHCC hosts a **preview reception** for the general public on Friday from 7 to 9 PM. Artists can start selling their items during the preview reception.

Saturday Sale
Saturday, November 23, 2024

Doors open to Vendors at **11 AM**. Doors open to the public at **12 PM**. Saturday's sale ends promptly at **6 PM**.

Sunday Sale and Art Load Out
Sunday, November 24, 2024

Doors open to Vendors at **11 AM**. Doors open to the public at **12 PM**. The Art Mart ends at **6:00 PM**. All spaces must be completely cleared by **7:30 PM**.

PHOTOGRAPHY

Unless the Bath House Cultural Center is notified in writing to the contrary, it is understood that the photographs submitted with the vendor applications may be photographed, and that images of it may be made and distributed for educational and promotional use in printed and/or electronic media connected with this event or future art programs at the Bath House Cultural Center.

LIABILITY

The Bath House Cultural Center does not provide a security officer during the Art Mart. At night, the doors of the upper level of the building are locked up and secured with a burglar alarm. There is not a burglar alarm for the spaces located at the Lake Level. However, the wrought iron gates of the Lake Level are locked overnight.

For their own protection, all the artists located outdoors must remove their items from our venue each night.

Artists who choose to leave their merchandise overnight at the Bath House Cultural Center or in the vicinity of the center will do so at their own risk.

By submitting the application, the vendor releases and holds harmless the Friends of the Bath House Cultural Center, the Bath House Cultural Center, the City of Dallas, its agents, volunteers or employees from any claim related to or in connection with any damage, theft, loss of merchandise or display material, whether such claim arises from the alleged negligent act or omission of Bath House Cultural Center, the City of Dallas, its agents, volunteers or employees.

If you have any questions, contact the Bath House Cultural Center at (214) 670-8723 or enrique.fernandez@dallascityhall.com