



June 26 & 27, 2010

CHALK ARTIST INFORMATION & APPLICATION

Application Deadline: APRIL 16, 2010

The Torrey Pines Kiwanis Foundation is accepting applications for Chalk Artists to participate in "Calle Color," a Street Chalking exhibition at the 2010 La Jolla Festival of the Arts™. We are looking to fill a limited number of "Guest Madonnari" positions, along with a select number of smaller spaces for Chalking Artists.

The La Jolla Festival of the Arts™ has consistently been recognized as one of the top rated Fine Art shows in California for over 23 years. The Festival hosts over 190 award-winning local and national fine artists displaying works in all mediums. The Festival features live music, fabulous cuisine, and lectures/book signings by famous authors. There will be a children's area with an interactive chalk area for youngsters, our Calle Color Student Street Chalking Competition, and more. Proceeds from the Festival support recreational and educational programs for San Diegans with disabilities and injured returning veterans from Iraq & Afghanistan. For more Festival information go to: <http://www.lajollaartfestival.org/>

GENERAL INFORMATION and APPLICATION INFORMATION:

All chalk artists will receive Guest passes, chalk, water, shade umbrellas, a hosted lunch on both Sat and Sun, a Festival Poster, along with other "goodies", and almost perfect weather to display their artwork at this well attended and prestigious venue. A special "Thank You" Artists Reception will be hosted by Torrey Pines Kiwanis to show our appreciation for your artistry and generosity.

"Select Guest Madonnari" will be provided fabulous hotel accommodations in the La Jolla area for both Friday and Saturday nights, along with gas stipends, for those traveling from out of the area. Please complete attached application and return no later than April 16th. Artists will be notified of their status by April 27, 2010.

NAME: _____

Address: _____ City: _____ Zip: _____

Phone: (home): _____ (cell): _____

E-Mail: _____ Website: _____

Artist Assistant Info: _____

Select Category of Choice: ____ Chalk Artist (approx. 8' x 10') ____ Guest Madonnari (approx. 10' x 12')

Submission Requirements

New applicants must include the following for consideration to participate in Calle Color:

1. At least 3 images representative of your work ~ PDF or JPEG attachments if returning by E-mail or color prints if submitting via regular mail. Resume and or short biography if appropriate.
2. A brief description of proposed chalk painting (attach graphic image, if available).
3. LJAF reserves the right to accept only images appropriate for family viewing.

Only soft non-toxic chalk pastels (ASTM-D) may be used. Use of any other material is forbidden (i.e. oil pastels, painted chalk, chalk pens or markers).

For more info contact:

Charlotte Goldstein, Calle Color Coordinator 619/ 977-5597

If returning by Email: chalk@lajollaartfestival.org

If returning by snail mail:

La Jolla Festival of the Arts™ / Calle Color

8677 Villa La Jolla Drive, Suite 1144, La Jolla, CA 92037