

“Artists Helping Artists Keep Culture Alive”

21st Annual
TOTAH

f e s t i v a l
INDIAN MARKET
FARMINGTON, NEW MEXICO

September 5-6, 2009

Market Terms, Conditions
and Applications

Totalah Festival Foundation

Mission Statement

Purpose of the Totalah 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.

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**The Market Terms, Conditions and
Applications booklet, booth registration form
and poster contest entry form can
all be found online at
www.farmingtonnm.org**

2009 Schedule of Events

June 22 - July 24, 2009

Drop off artwork to be considered for the 21st Annual Totah Festival Poster Contest at Fifth Generation Trading Co., 232 W. Broadway, Farmington.

No mail-ins allowed.

July 27, 2009

Poster Art and T-shirt selection. Fifth Generation Trading Co.

July 30, 2009

Poster Competition Artwork not selected available for pick-up.

Fifth Generation Trading Co., 232 W. Broadway, Farmington.

Friday, September 4

Juried Art Show Competition Drop-Off, 8 a.m. to 12 noon, Gateway Park Museum and Visitors Center

Totah Poster Artist Reception and Juried Competition Awards, 6 p.m. to 8 p.m. Gateway Park Museum and Visitors Center

Rug Check-in, 9 a.m. - 1 p.m., Gateway Park Museum & Visitors Center

Rug Check-in, 4 p.m. to 6 p.m., Gateway Park Museum & Visitors Center

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

Saturday, September 5

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, Throughout the day

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

Raffle, Ongoing throughout the day

Sunday, September 6

Contest Pow Wow, 10 a.m. to 6 p.m., Farmington Civic Center, lawn

Show Open to Public, 10 a.m. to 5 p.m., Farmington Civic Center

Artist Demonstrations, Throughout the day

Raffle, Ongoing throughout the day

To Our Valued Participants:

Totah 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 20 years. They are truly the building blocks of this operation. Without their support and good-will, Totah 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 Totah Festival as one of your annual Festivals.

Totah Festival Foundation Board of Directors

George Francis, President

Bart Wilsey, Vice President

Shawn Lyle, Treasurer

Debbie Dusenbery, Secretary

Priscilla Arthur

Loeky Heaton

Roy Kady

Elvin Keeswood

Edward Smiley

Vida Tsosie

Raymond Tsosie

Venaya Yazzie

Artist Advisory Committee

Roger Deale Jr.

Mickey Ginn

Harold NezBegay

Gerti Mapoo-Sanchez

Elnora Teasyatwho

Leon Wheeler

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: \$25, \$50 or \$100 non-refundable fee is due at the time of your application. Non-premium booths are assigned to artists on a first come first served basis and are available for a \$25 fee. The \$50 booth fee permits your choice of non-premium booth spaces and the \$100 fee is for the premium booth spaces (noted on map).

Booth Capacity: Only 2 artists per booth will be permitted. No more than 4 immediate family members at one time will be allowed in a booth.

Booth Space: Booths are assigned in the order that applications are received according to the type and availability. **A completed application, booth fee, biography, 3 new photographs, and a written description of artwork must be received and verified to be assigned a booth space.** A confirmation letter will be sent to the first 105 artists with additional information and instructions.

Booth Space Description: Booths #1-63 are in the Exhibit Hall and will be 7 ft. X 10 ft. separated and draped. Booths #64-105 will be separated but not draped. One 6 ft. table and two chairs will be provided for each booth space. Please let us know if you will not be using a table and it will be removed.

Display: You must provide your own display units for your artwork.

Electricity: We are unable to supply electricity to every booth. If electricity is necessary for your booth please let us know when you submit your application.

Waiting List: Established after the 105 booths have been filled.

Cancellation: If you must cancel your booth space, the fee is fully refundable through **Friday, August 14, 2009**. All requests for refunds must be made in writing and submitted after the festival.

Photos: 3 photographs of your current artwork must be submitted with your application. This is a requirement. **3 new photos are required each year.**

Mail or hand-deliver your application, 3 photographs, biography, art description and booth fee to:

Totah Festival, 3041 E. Main St.
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 9:30 a.m. on Saturday, September 5 will forfeit their booth space AND their booth fee, unless such deviation is confirmed and agreed to by producer. Forfeited booths will be filled by artists from a 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 show producer reserves the right to assign all booth locations and to make changes that become necessary at any time, consistent with good show practice.
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.

Rules and Regulations (continued)

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 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.
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 9:30 a.m. Saturday, September 5, 2009.** At that time, jurors will check the booths looking for the following things:
 1. Compliance with all Federal and State Native American Art Acts
 2. Compliance with Totah Festival rules and regulations
 3. All items for sale at booth are made by the registered artist(s)

Rules and Regulations (continued)

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 **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.

Specific Requirements (continued)

C. Stone

- 1) Artist's hallmark, mark or signed statement of authenticity by the artist is required for each item and **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.

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 **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 **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 **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.**

Specific Requirements (continued)

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.

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 7).

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 8.

Specific Requirements (continued)

X. SCULPTURE

- A. Artist hallmark, mark or statement of authenticity by the artist is required for each item and **displayed at booth**.
- B. No prefabricated sculpture.
- 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 artist 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 **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.

XIII. EMERGING ARTIST

- A. **This artist must be new to the industry and have never sold any artwork one year prior to September 1, 2009.**
- B. All rules, regulations, eligibility of artwork and above mentioned category specification previously stated apply.

Specific Requirements (continued)

XIV. PHOTOGRAPHY

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

2009 TOTAH FESTIVAL POSTER CONTEST

You are cordially invited to submit your artwork for the 2009 Totah Festival Indian Market Poster Contest. This will be our 20th 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 NezBegy (2006), Donovan Begay (2007) and Roger Deale Jr. (2008).

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 should be delivered to Fifth Generation Trading Company in Farmington. Mailed entries will not be accepted. Artwork should be delivered from June 22 to July 24, 2009.

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

Deliver Artwork to:

Fifth Generation Trading Co.

232 W. Broadway, Farmington, NM 87401

Drop off Dates: June 22 - July 24, 2009

Deadline for submitting artwork: July 24, 2009 at 4 p.m.

Mail-in entries will not be accepted.

The artwork must be owned by the artist and must be offered for sale at the 2009 Totah Festival. **The 2009 Totah 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 Halls to sell his/her artwork. We request that you be available at your booth to sign the Totah Festival Posters during the business hours of the Festival and at the poster unveiling reception Friday, **September 4, 2009**. If your artwork is chosen, you will be given 125 of the 500 posters that will be printed. The artist will also be given all of the artist's proofs and will be expected to sign and number all 500

**Totah Festival Foundation
Poster Contest Entry Form**

I do hereby release to Totah Festival Foundation _____ (up to 3) pieces of artwork to be entered into the Poster Contest. If one of my pieces of artwork is judged and chosen for the poster, the artwork will be offered for sale by me at the Totah Festival. The Poster Contest Sponsor has the first right of purchase of the winning artwork. I am aware of and agree to the terms and conditions of the Totah Festival Poster Contest on the backside of the entry.

Name: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Tribal Affiliation: _____ Census Number: _____

Signature: _____ Date: _____

Title of Artwork: _____

Medium of Artwork: _____

Sale Price of Artwork: _____

Please fill out one entry for each separate piece of artwork.

INSTRUCTIONS

In order to be considered for judging, artwork must be delivered to:

Fifth Generation Trading Co.

232 W. Broadway

Farmington, NM 87401

Phone: (505) 326-3211

Entries must be received no later than 5 p.m. July 24, 2009.

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 the 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.

Rug Check-in Times

Friday, September 4, 2009: 9 a.m. to 1 p.m. at Gateway Park Museum & Visitors Center, 4 p.m. to 6 p.m. at the Civic Center Theater.

Saturday, September 5, 2009: 9 a.m. to noon at the Civic Center Theater
Rugs will not be accepted after 12 p.m. on Saturday.

Rug Auction will be held in the Civic Center Theater 200 W. Arrington 1 p.m. Saturday, September 5, 2009

A. Weavers may collect their unsold rugs and checks for rugs sold, Saturday evening, September 5th beginning one hour after all sale transactions are completed and all Weaver's checks have been written. Weavers 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 6th at the Civic Center Room A, from 10 a.m. to 1 p.m.

Or

C. Weavers and Traders may collect their unsold rugs and checks for sold rugs on **Tuesday, September 8th** at the Farmington Convention and Visitors Bureau at Gateway Park between **9 a.m. and 4 p.m.**

JURIED COMPETITION

The Totah Festival offers a Juried Competition for registered and confirmed participants. Registered artists are allowed three (3) entries for judging. Prize money and ribbons are awarded.

Entries for the juried competition must be hand-delivered to:
Farmington Convention & Visitors Bureau (3041 E. Main, Farmington, NM)
on **Friday September 4, 2009 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 later that night.

Poster Artist Reception and Juried Competition Reception will be held

Friday September 4, 2009

from 6 p.m. to 8 p.m.

at

**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 to Best of Show 1st, Best of Show 2nd, Best of Show 3rd, Claudine Riddle Award, Emerging Artist 1st and Junior Artist 1st category. The Best of Show 1st winner will be given a free booth next year. Categories are as follows:

- | | |
|-------------------------------|-----------------------------------|
| I. Jewelry | VIII. Beadwork |
| II. Paintings/Prints/Drawings | IX. Sand Art |
| III. Weavings | X. Sculpture |
| IV. Pottery | XI. Cultural Items |
| V. Wood Carving | XII. Junior Artist (18 and 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 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.

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21st Annual
TOTAH

f e s t i v a l
INDIAN MARKET
FARMINGTON, NEW MEXICO

**Visit www.farmingtonnm.org
to download the Market Terms & Conditions,
applications and entry forms**

Administrative Office

Farmington Convention & Visitors Bureau

3041 E. Main St. Farmington, NM 87402

505-326-7602 or 800-448-1240