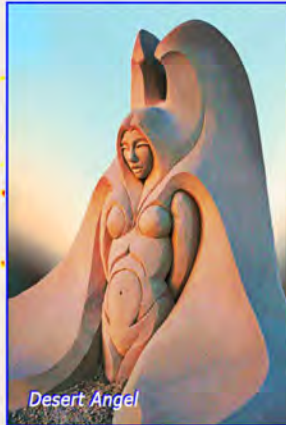


U.S. Sand Sculpting Challenge and Dimensional Art Exposition

B Street Cruise Ship Terminal Pier, Downtown San Diego, 31 Aug.-3 Sep., 2012

A new edition of a 30 year tradition of sandcastles in San Diego joins the annual tall ship festival, street fair and concerts to bring up to 400,000 people to the downtown waterfront on Labor Day weekend, 2012. With the beautiful bay on the West and urban sandcastles in the sky on the East, some of the world's most renowned sand artists carve sculptures that ... well, you have to see them to believe them! Watch them carve their masterpieces as tall ships sail past with full regalia, and re-create cannon battles of yore.



Sand sculpture is dimensional art ... amazing in its beauty, though it lives for just a short while. But this art form can be so much more. Whether it's wall-décor, free-standing sculpture, large format or small or wearable, it is truly the art of the 21st century.

The Dimensional Art Exposition features exhibits by leading artists who work in metal, glass, resin, wood, clay, leather, fabric, gemstones and more. What's more, people can purchase their work and take it home!

What a great event for the whole family! 3 different classes of sand sculpture competition, including a head-to-head battle between the teams who won 9 of the last 10 U.S. Open Championships in Imperial Beach. Over 50 dimensional artists. For kids: a huge sandbox plus storytellers, pirates, magicians and all kinds of activities. For everyone: musicians, singers, dancers, the best of the buskers ...

That's why people will come. We estimate that at least 60,000 of the crowd on Harbor Drive will pay a modest admission charge averaging about \$5 to come onto the pier. These are qualified customers with a higher demographic than the mass audience. These are the people who appreciate art ... the spenders ... your buyers.

Juried show for 3D artists. While the U.S. Sand Sculpting Challenge is an *invitational* – only those sand sculptors invited by the producers may participate – the Dimensional Art Exposition is a *juried show*. Artists who create in 3 dimensions in virtually any medium may apply for entry. Original one-of-a-kind objects are favored, though limited editions may be accepted. While artists who represent themselves are preferred, galleries or resellers of very high quality art may also apply. The number of exhibitors is limited, so apply early.

Days/hours. The show runs from 9am-7pm Friday through Monday. Artists may come to set up their exhibits as early as 5am on Friday, and may arrive as early as 7:30am on other days. Load out on Monday must be complete by 10pm. The pier is gated and locked before and after show-times and patrolled day and night, should unauthorized pirates attempt to come by sea.*

Exhibits/canopies. Producers will provide one 10'x10' canopy with one wall to each exhibiting artist. Tables and chairs are available, as are 3 additional walls to those who wish to fully enclose their space.

Groups and sharing. Groups of artists may reserve multiple adjacent booths, as long as they identify their group and all members of the group apply together. Two individual artists may share one booth as long as they apply together at the same time, indicate that they want to share one exhibit and name one as the party responsible for the exhibit. Show producers will not pair or group individuals who do not apply together.

Early bird bonuses. Artists applying for exhibition space before Aug. 6, 2012, will receive priority locations, priority parking and 10 free admission tickets for friends and family.

Special hotel rates. Official USSSC/DAE partners are the beautifully renovated Sofia boutique hotel on Broadway, just a few blocks East of the event, and the Harbor Island Sheraton, just a few minutes away around the bay via the Port's 'Circulator' Shuttle. Both have very generously reserved a block of rooms at the amazingly low Labor Day weekend rate of \$99 for artists who come from afar or just prefer to stay downtown for the holiday. Tell them you're an artist exhibiting at the sandcastle event and confirm your \$99/night rate when you book your reservation. We suggest that you apply to exhibit at the show early and reserve your hotel room immediately upon confirmation of your acceptance, as the number of rooms at this rate is limited.

* Artists who wish to leave their work overnight in their exhibit area should rent side and front panels for their tent and bring their own closure devices. Though the producers provide security patrols, we cannot accept responsibility for artists' work before, during or after event hours.

