

ART WALK EXHIBITION GUIDELINES FOR PAINTERS GUILD ARTISTS

BEFORE THE SHOW

1. The transition at each venue is important. Please respect the important deadlines. Please also note that the dates on the website are incorrect. Please refer to the dates in this email to avoid confusion.
2. Artists should contact each other beforehand to arrange for the installation of works in a mutually agreeable and equitable manner, discussing when and how the installation will occur. It is not a free for all, or a first come, first serve affair. Kim and Angela at **The Bookstore** prefer that the installation occur at or around opening time (10:00 A.M.). Jasmine at **La Crema Caffe** prefers the installation early in the day to avoid disturbing customers when the installation occurs, especially during the Noon rush.
3. Please take the time to introduce yourself to the owners of the respective venues and exchange business cards.
4. Please provide the venue owners a list of art works, including size (with and without framing), medium, and price – as well as other items (art cards, etc.)
5. The rules regarding what can be shown in the venue should respect the rules established for the Guild's Spring and Fall shows, with one exception: prints of art works (framed and unframed, the latter in plastic sleeves) and art cards (original and printed) can be sold at the venue. Prints should be labeled as such to avoid confusion as to what is original or not.
6. Labels and signage (bios) are the responsibility of the artists. I can provide a bio for you in electronic format. Please be careful to not damage the walls.
7. I shall provide the following information on your behalf to the social media contacts: An electronic copy of your official Bio Card and contact information, based on the information provided on the Painters Guild website.
8. Provide the following information to me by the **10th day of the month (Noon)** so that I can provide it to the **Social Media Contacts** (See #9):
 - a) At least one high resolution jpeg image of your artwork (a photo of the artist next to the painting or any painting is appropriate).
 - b) Some salient personal/professional details about the artwork re title, size/size framed, medium, price, relevance of theme, your motivation to paint it, something about the painting process, etc.
9. PLEASE NOTE that the **Social Media Contacts** prefer to receive all information (re #s 7&8) through the Art Walk Coordinator (Me) to allow for consistency and timeliness. The current list of **Social Media Contacts** include: St. Albert ART WALK, St. Albert Gazette, SAP/VAC, Painters Guild.
10. Purchase two or three balloons and attach them to the signage outside of the venue. The official colours of Art Walk are a pinky-dull orange and medium/dark teal. If these colours are unavailable, then use your discretion. Helium works well, but it is optional.
11. Artists who cannot set up and/or take down their art on the specified dates above must ensure someone can do it on their behalf.

12. **Please contact me at andrewraczynski@gmail.com if you have any questions or concerns (Or if you must withdraw from the show).**

DURING THE SHOW:

13. Artists are expected to attend the opening reception.

14. Artists may choose to paint outside the venue to profile the art-making process.

15. Refreshments will still not be served at this time due to the ongoing concerns re COVID.

16. Please track attendance and take photos (see below)

17. Please distribute Art Walk flyers to attendees and publicize our upcoming Fall Show.

AFTER THE SHOW:

18. Please send the number of attendees to me asap.

19. Send pics to me of the show during the Art Walk Night, preferably including pics of the artists with their paintings, and with patrons if possible. I shall forward these pics to the social media contacts in one fell swoop.

20. As well, please send me details re sales, comments and suggestions based on your experience that may enhance our ongoing presence at the venue, so that we can be successful at our next show.

21. Please note that the venue is responsible for selling the art, less a commission (**The Bookstore @ 20%/La Crema Caffe @ 15%**) and for arranging to pay the artist after the show closes.

22. Please note that this information is a work-in-progress. If I have missed anything, I welcome your comments and questions to amend these important details. I look forward to doing all that I can to support you.