



## Early Bird Registration and Professional Development **Whyte Avenue's Art Walk 15**

**Saturday, March 6, 2010**  
**THE PAINT SPOT**  
10032 81 Avenue

**2010 Registration Fees**  
(depending on location)  
**\$100 - \$20**

**Registration begins no sooner than Noon (at The Paint Spot)**  
**Ends at 8:00 p.m.**

### **Vision Statement**

The Whyte Avenue Art Walk is an outdoor studio and gallery featuring hundreds of working artists. Its purpose is to provide affordable exposure for fine arts to ensure the appreciation, understanding of visual arts as well as encourage the purchase of original art by local artists.

### **Mission Statement**

The Whyte Avenue Art Walk is a non-juried opportunity for visual artists to gain exposure by sharing their art-making process and exhibiting fine art. Our large outdoor venue invites patrons to interact with visual artists, watch art being made and view original artwork to purchase. We also provide profession advice and leadership to help artists become successful and make the most of their Art Walk connections.

NEW CHANGES TO REGISTRATION PROCESS. Artists must bring 2 – 3 images that represent the subject matter, media and style that will be exhibited at the Art Walk. Please include photographs or printouts only (no slides, originals, disks, no other electronic images). We will be keeping these images on file and they can be returned after the Art Walk.

Note be prepared to submit this images digitally as well in order to be included in the booklet. Email to [accounts@paintspot.ca](mailto:accounts@paintspot.ca) before April 30, 2010. Make sure all images have your last name and first initial on them. (example: fjordbotten k1, fjordbotten k2). Make sure the email has the contact information you would like to see in the booklet such as phone, email and/or website

Registration is first come first serve. Be patient and flexible this will take time.

Upon arrive there will be several stations to visit.

1. As soon as you arrive: Take a number. Pick up registration form and fill in the blanks, attached image. Watch board for you number to be called.
2. Consult with the coordinator to select a block and figure out the fee.
  - a. Locations are assigned by matching space available with size of display.
3. Pay the registrar and get your official Art Walk number.
4. That's it. You are registered.

Tips:

If you are part of a group or family who wish to paint together please register together. Otherwise it may not be possible.

**Whyte Avenue Art Walk • July 16 – 22, 2010 • 10 AM – 5 PM**

**Presented by The Paint Spot 10032 Whyte Ave. Edmonton AB**

**[www.art-walk.ca](http://www.art-walk.ca) • P 780 432 0240 • E [info@paintspot.ca](mailto:info@paintspot.ca)**

**Can I pick my location?** Maybe... the organizers are juggling many requests from artists, merchants, bylaw and the community (space requirements, type of art, business preferences, city by laws and cooperation of landlords also must be balanced). Be patient we will do our best to accommodate all requests. Think outside the box. Too many people think the 105 St – 103 St is the core but in fact Art Walk artists are having success between 108 – 106 st and certainly very affordable spots will be found across the tracks this year. It is all about promotion and word of mouth so help us help you.

**Can I register on line?** Due to the complexities of the registration process we are no longer able to register online at this time. Artists can register in person at The Paint Spot 10032 81 Avenue or over the phone local 780 432 0240 or toll free 1 800 363 0546.

**Can I register and pay later?** You are assigned a number and location only after you have paid.

**Can I register a friend?** If you have the money and their images, you can pay and register for them but they must still come in and sign their waiver and pick up their ID badge.

**Can I register on line?**

**Can I share a table?** No All artists that show work must pay the fee. We can try to place you close to each other.

**Can I bring a tent?** Yes! Tents and grid wall are welcome but are limited to areas that allow bigger displays without blocking the store fronts. Please let us know if you are planning a large tall exhibition so we can match you up with the right spot.

**Do you provide tables and tents?** Sorry, the artists must provide everything including but limited to tables, chairs, grid wall, easels etc.

**Is there storage over-night?** No, Art Walk artists must set up and take down everyday.

**What is the registration money used for?**

This small registration fee is to pay for the website creation and maintenance; design and production of event signage, event booklet, media kits, poster, postcards and more. Any money left is used for advertising and publicity.

**Do I have to be there everyday?** Yes artists are expected to be on sight Friday, Saturday and Sunday 10 am – 5 pm. Many artists are out earlier and some stay later.

**Can someone else watch my booth while I am at work?** Normally we do not allow agents to sell work that is not theirs but we can allow friends and family to work for you if you are not there. Remember, this event is about showing work-in-progress too. It is in your best interest to be on site as much as possible.

**How do I handle visa, mastercard and cheques?** Research the closest bank machines to your Art Walk location so you are able direct patrons to the money machines.

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