



AW's Sixth Annual River's Edge Art Walk – Friday, October 20, 2017 4 p.m. to 9 p.m.

Call For Artists!

Absolutely Waterford, the Main Street downtown revitalization program, will be holding its *Sixth Annual River's Edge Art Walk (REAW)* on Friday, October 20, 2017, from **4 p.m. to 9 p.m.** Last year more than 600 art patrons enjoyed the art walk. All artists are located indoors!

The River's Edge Art Walk is accepting applications from artists to participate in this year's event. We invite you to fill out and return the following application with the requested information. Art work will be juried and awards presented in a number of categories.

Date and Time: Friday, October 20, 2017 **4 p.m. to 9 p.m.**

Eligibility

- All artists 18 years of age or older may apply.
- All works must be original and created by the artist. Commercially manufactured items or items produced from commercial kits or molds may not be exhibited.
- A jury selects the participating artists and can approve or refuse submitted works.

How to Apply

Deliver the following to: Absolutely Waterford, REAW, 206 West Main St., Waterford, WI 53185

- The completed River's Edge Art Walk 2017 Application. Attachment is available on our website.
- A check in the amount of **\$45.00** made payable to: **Absolutely Waterford**
- Email to director@absolutelywaterford.org **three (3) separate samples representative of your art work**
- A short artist statement/biography.
- Signed Agreement (attached to this email or available on our website- <http://www.absolutelywaterford.org/>)

(The jpg and statement/biography will be used in jury process and in press releases, website, etc.)

Other application information:

Artists will be notified by e-mail of their acceptance.

Absolutely Waterford River's Edge Art Walk
206 West Main Street, Waterford, WI 53185 262.534.9000

River's Edge Art Walk Provides the Following:

- Artists will be provided an indoor business location.
- Assignment and coordination between the Artist and Business
- Contact information for your location. **It will be the artist's responsibility to contact the owner of the business location well in advance of the event to make arrangements for space, special needs, off-loading area, etc.**
- Display table 3 ft. x 8 ft. **for a fee of: \$10.00 per table** (a limited number available)
- A trolley will provide transportation between locations.
- The REAW will be advertised in all local media outlets, Absolutely Waterford's website, e-newsletter, Facebook, banners, posters, and fliers.

River's Edge Art Walk Does NOT Provide the Following:

- Collecting taxes or other associated fees for the sales of any art work.
- Credit card machines (your business location will also not provide)
- Display equipment; artists are responsible for communicating with business owner regarding the possible use of wall space to hang artwork, etc.
- Electrical equipment; the artist is responsible to check with the owner of the business location regarding electrical needs.
- Tables (unless table is reserved and paid for in advance) or chairs.

Set-up and Breakdown

- Artists may begin set-up at **3 p.m.** (or by agreement of the business owner of your location).
- Set-up must be completed by the beginning of the event at **4 p.m.**
- Artists must be present and show their work throughout the entire event.
- Artists may begin breakdown no earlier than **9 p.m.**

Thank you for your interest in the River's Edge Art Walk. For more information, contact: director@absolutelywaterford.org, or 262-534-9000.

Sincerely,

*River's Edge Art Walk Guild
Absolutely Waterford*