



AW's 8th Annual River's Edge Art Walk Friday, October 11, 2019 from 4–8:30 p.m.

Recruiting All Artists!

Absolutely Waterford, our Wisconsin Main Street downtown revitalization program, is excited to announce the 8th annual River's Edge Art Walk (REAW). The River's Edge Art Walk has been a very successful and well-attended event attracting art lovers from all over southeastern Wisconsin who enjoy an evening of art, music, shopping and dining.

We are making some exciting changes to this year's art walk in order to encourage greater participation of the community, create a stimulating shopping experience for the attendees, and provide a better environment for you to display and sell your art. We want you to be successful! Artists will be placed in several businesses in downtown Waterford (Main Street only) with two to five other artists, and most locations will have a musician.

The River's Edge Art Walk Guild is accepting applications from artists interested in participating in this year's event. We invite you to complete and return the attached application and fee to secure your space for this event. *All art work will be juried within 2 weeks of submission.*

Eligibility

- Artists 18 years of age or older may apply.
- All art 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 reviews and selects artists for participation and may approve or refuse submitted works.

Application Process

- Mail the following items to: **Absolutely Waterford, REAW, 300 East Main St., Waterford, WI 53185**
 - The completed River's Edge Art Walk 2019 Application (attached)
 - A check in the amount of \$30.00 made payable to: ***Absolutely Waterford***
 - Email with (3) three samples representative of your work in files large enough for press releases (size between 1-3 MB)*
 - A brief artist's statement/biography*
 - Signed Agreement /Application form
- All of the items mentioned above must be submitted and received in the AW office by **August 9, 2019**. Applications received after this date will be wait listed if all locations are filled
- Artists will be notified by email of their acceptance no later than August 23, 2018.

* **Note:** Samples, statements / biographies will be used during the jury process and in press releases, website and other advertising



River's Edge Art Walk will provide:

- Advertising for the event in all local media outlets, on our website, e-newsletter, Facebook page, and with liberally distributed banners, posters and fliers
- An indoor location within a Waterford business
- Contact information for your location. **Artists are responsible for contacting the business owner well in advance of the event to arrange space and communicate special needs** (e.g., offloading area, set up requirements, etc.)
- Absolutely Waterford has a limited number of 3' x 8' display tables for a \$10.00 fee per table*
* See the final paragraph in this letter for information about how to reserve your table.

River's Edge Art Walk will NOT:

- Collect taxes or other associated fees for the sale of art work
- Provide credit card machines (business owners will also not provide them)
- Provide any display or electrical equipment; artists must communicate with business owners regarding the possible use of wall space to hang artwork, or any electrical needs.
- Provide tables or chairs (unless the table is reserved and paid for in advance)

Set-up and Breakdown Guidelines

- Artists may begin set-up at 3:00 p.m. (or earlier with business owner approval)
- Set-up must be completed by the event start time of 4:00 p.m.
- Artists must remain onsite at their assigned business location throughout the entire event
- Artists may begin breakdown no earlier than 8:30 p.m.

Please feel free to contact Dawn Brummel, Absolutely Waterford's Main Street Manager at 262-534-9000 or via email at director@absolutelywaterford.org with any questions or to reserve your table.

We look forward to your submission and participation in this exciting event,

Sincerely,

Absolutely Waterford
River's Edge Art Walk Guild



AGREEMENT

Applicant shall indemnify and save harmless the River's Edge Art Walk (Event), its agents and employees and assigns from and against all losses, costs, damages, expense, and liability caused by an accident or other occurrence in bodily injury, including death, sickness, and disease to any persons, or damage or destruction to property, real or personal, arising directly or indirectly from operations, products or services rendered under this contract.

No alcoholic beverages may be served (including but not limited to: mixed drinks, wine, beer, intoxicating liquor and/or fermented malt beverages) by businesses or artists, unless they have the required license, permit or other authorization per Waterford's Code, Chapter 174. Peace and Good Order, 174-6 Drinking in Public. (Also see Wis. Stats. 125.04(1).)

I, the undersigned, agree to abide by all the rules, regulations and drinking code set forth in this Event application. By signing below, I agree to consider this application a commitment and realize that no refunds will be made for cancellations after thirty (30) days prior to the Event.

Signature

Date

Print Name



RIVER'S EDGE ART WALK 2019 ARTIST APPLICATION

Personal Information:

Name: _____

Business Name (If applicable): _____

Mailing Address: _____

City, State, Zip: _____

Phone: _____ Phone (Cell): _____

E-Mail: _____ Website (if applicable): _____

Medium :

Ceramics Digital Art Drawing & Graphics Fiber Glass Jewelry

Mixed Media Painting: Watercolor Oil Photography Metal Wood

Sculpture Other _____

If you are currently exhibiting in galleries, please list them: _____

Have you participated in the River's Edge Art Walk before? Yes No

Mail the following to: Absolutely Waterford, REAW, 300 E. Main St., Waterford, WI 53185

Applications must be received no later than **August 9th**. Applications received after that date will be added to a wait list if locations are filled. Artists will be notified by e-mail of their acceptance.

Completed *River's Edge Art Walk 2019 Application*.

A check in the amount of \$30.00 **made payable to: Absolutely Waterford**

Optional: A check in the amount of \$10.00 **made payable to: Absolutely Waterford** if you want a table.

Email to directors@absolutelywaterford.org three (3) samples representative of Art Work for **event evening** in files that are large enough for Press (*between 1-3 MB*)

A short artist statement/biography.

Signed Agreement