



AW's 7th Annual River's Edge Art Walk Friday, September 28, 2018 from 4–9 p.m.

Recruiting All Artists!

Absolutely Waterford, our Wisconsin Main Street downtown revitalization program, is excited to announce the 7th annual River's Edge Art Walk (REAW) which will be part of our 1st River's Edge Festival. The Festival kicks off on Friday evening with the very successful and well-attended River's Edge Art Walk which attracts art lovers from all over southeastern Wisconsin who enjoy an evening of art, music, shopping and dining. Over 700 art enthusiasts attended last year's event. A trolley will transport visitors from location to location and an event brochure includes a map of participating businesses and the artists/musicians they are hosting.

The River's Edge Art Walk Guild is accepting applications from artists interested in participating in this year's event. Artists are connected with local businesses who provide space inside their facilities allowing them to promote their own businesses while showcasing the artist and possibly a musical performer.

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.

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 2018 Application (Attached)
 - A check in the amount of \$40.00 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 **June 22, 2018**. Applications received after this date will be wait listed if all locations are filled
- Artists and musicians will be notified by email of their acceptance no later than August 3, 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*
- A trolley to ferry passengers between locations.

* 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 9:00 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