

# ARTWALKGARDINER *bringing together art & community since 2005*

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**ARTWALKGARDINER 2016: May 6 • August 5 • December 2 • 5:30-8 pm**

## TIPS, PROCEDURES, GUIDELINES & GENERAL EXPECTATIONS

*The mission of Artwalk Gardiner is to increase community awareness and appreciation of the visual arts, to encourage interaction and familiarity amongst local artists and the general public, to provide artists with a supportive network and to foster the creative economy through regular art exhibitions in downtown Gardiner.*

*We believe art is essential for sustaining a vibrant and healthy community.*

## TIPS FOR ARTISTS

If this is your first time participating in Artwalk Gardiner or you simply want a refresher, here are some guidelines to help make it a successful one for you!

### BEFORE THE ARTWALK

Please do whatever you can to **help promote Artwalk Gardiner** via postcards, emails, Facebook, Twitter, websites, blogs, word-of-mouth, and invitations to family and friends. The more people who come, the more successful it will be for everyone!

If you are showing your work with a **small group in a vacant building**, please direct questions and concerns to me or to a lead person in your group, so that the owners aren't bombarded with questions from multiple people. I or the lead person will work out details with the owners on behalf of the group, and will get back to you with details ASAP.

If you are showing your work **alone in a small business venue**, PLEASE make contact with the owner or manager ASAP. You will be provided with the contact information upon match-up. If you can, arrange to meet with them and walk through the space as you talk about what will and won't work for both of you.

**The Artwalk will go more smoothly for everyone if you take the time to discuss and work out the following ahead of time:**

- How much space is available for your work? What type of space is it (walls, shelves, windows, floor, tables, etc.) and what type of fixtures (if any) will the venue make available to you? If you'll be hanging your work on the walls, how will this be done? (eg, nails, picture hangers, poster putty, etc.) In some venues, you may need to be creative in how you display your work. If space is limited, think about how you might be able to use things like shelves, easels, stands, tables, baskets, bins, boxes, racks, fabric, folding panels, etc. to create a display that will work for both you and your venue.
- On what day and time will you be able to install your work? Some venues may be expecting you to arrive only an hour or two before the Artwalk begins (at 5:30 pm), while others may be able to accommodate you earlier in the day or even on a different day, if that works better.
- If you are planning to serve refreshments, make sure it's ok with the owner and ask if they have any restrictions on what you may serve. Some of the artists serve simple snacks like veggies and dip, crackers and cheese, cookies, etc. and beverages such as wine, sparkling water, and lemonade. Others simply put out a dish of wrapped candy such as Hershey's Kisses or lollipops. While it is encouraged and is a nice accompaniment to the evening, you don't have to serve anything at all (and some venues may prefer that you don't). If you do, please make sure you're prepared with things like napkins, plates, cups, serving utensils, and a trash container for your guests.

- When does your work need to be taken down? Some venues may need you to remove it at the end of the Artwalk, while others may allow (or even encourage) you to leave it up for a longer period of time.

## ON THE NIGHT OF THE ARTWALK

Make sure that you arrive in plenty of time to work out any last-minute details before the Artwalk begins. **Please check in** at Circling the Square (275 Water Street) first thing after you drop any items at your venue. You will be provided with a snazzy Artwalk traffic cone for the sidewalk, as well as a supply of Artwalk maps to hand out to guests. Make sure to put the cone in a visible and prominent place in front of your venue, and place the maps where they will be easily accessible to people who need them.

**Parking** on Water Street is limited to two hours and there are not many spaces available, so after you unload your artwork at your venue, you will need to find off-street parking. There is usually room in the municipal lot (located behind the buildings on the north side of Water Street), or you may also be able to find a spot near the bank or the post office on the south side. Keep in mind that we want to make sure there are enough convenient parking spaces for attendees.

**During the Artwalk, you and your visitors (who are also prospective buyers!) will probably find it helpful if you have the following:**

- Some kind of identifying information with your name on it (this could be a small sign, a nametag, business cards, an artist statement, or all of the above) to help them recognize who you are.
- Pre-determined prices for your work, either on labels posted on or near your work, or listed on a single price list of the pieces you are showing.
- Adequate small bills (for making change), pens for people making out checks, and a method of providing receipts to those who purchase your work. Some way of packaging your work “to go” may also be helpful.
- Another person (perhaps a good friend or family member) who can assist you with welcoming visitors, answering questions, serving refreshments, handling sales, etc. and who could relieve you for a bit in case you need to take a break to use the bathroom, take a walk, check out the other venues, etc.
- A guestbook, if you want to get information to start a mailing list.
- Some kind of takeaway item (business cards, a simple pamphlet, or the like) that includes your contact information, in case people want to find out more about you and your work and/or purchase something from you at another time.

## AFTER THE ARTWALK

Remove your artwork from the venue at the agreed-upon time, along with any other personal items (fixtures, signage, paperwork, supplies, clothing, etc.) that you bring in.

Clean up the area and return anything that you borrow. Try to leave the venue in the same (or better) condition as when you arrived. If you are in a vacant space, make sure that you turn off all lights, running water, etc., close and lock all doors and windows, and return keys to the designated person or place (if applicable).

Follow-up with your host with a very sincere and formal thank-you of some kind... without them Artwalk Gardiner couldn't happen!

**That's it! Have a GREAT evening and THANK YOU for being part of the creative energy in Gardiner.**

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## **A NOTE ABOUT EXPECTATIONS & GENERAL DECORUM FOR ALL**

Artwalk Gardiner is a collaborative event that involves multiple people with varying needs and desires. It is a non-juried art exhibition and it's main focus is on **recognizing and celebrating the many visual artists** who call this region home. The artists pay a small fee to take part in the Artwalk and while they will most likely enjoy the festive evening regardless of whether they sell any work, **making sales can turn a good night into a great one**. The planning and organizing of the Artwalk is carried out by one stipended coordinator and a core group of artists and a collection of volunteers from both the artist and business sectors.

And if it weren't for the **businesses (and building owners)** along Water Street who generously open their doors to host artists and/or support the Artwalk through sponsorship, the Artwalk would be much smaller and arguably less vibrant indeed! The participation of these businesses is invaluable and their willingness to put in extra hours and accommodate one or more artists **is no small thing**.

At the same time, Artwalk Gardiner is a celebration of **community and place**—bringing a unique mix of people to our historic downtown three times a year. It is a joy to see the sidewalks **humming with foot traffic** and people going in and out of various doors. Add to that the roving musician, the kids activity and the occasional special feature such as the spring Seedling Sale put on by the Gardiner Farmers' Market or art voucher giveaway, introduced in December 2015.

All of this is to say . . . there are many moving parts, lots of commitment and hard work and hopes for sales. **Every Artwalk holds the promise of a wonderful evening**. And yet, *it won't ever be perfect* . . . weather may turn foul, sales may not happen, attendance might be low and various other unforeseen or unwanted issues might occur.

To help make the most of the evening and create a win-win-win scenario, here are some general guidelines for both artists and venue owners:

**Venue owners:** Please allow the artist(s) to be the focus of the evening. Of course engaging with people is important and encouraged and if you are a retail business, you will hopefully make sales and meet new customers. Just please do not hold a secondary event or activity within your business that evening that is unrelated to the Artwalk and please allow the artist to be the headliner. They have worked hard and are hoping to gain exposure and make sales.

**Artists:** Please respect that the venue you are being hosted by will likely be open for business and therefore will have customers of its own and will engage them as such. The business is putting in extra hours in order to support this event.

**Artists:** Please be welcoming to everyone and, at the same time, respect their space. Find a good balance between allowing them to browse and making conversation.

**Artists and Venues, both:** Attempt to communicate and resolve any issues with one another before, during and after the Artwalk. But if there is something unresolved that needs to be addressed, please contact the Artwalk coordinator (Lisa Wheeler 877-3500)

If there is behavior that is unacceptable to either party (venue host or artist) and if it does not resolve, either party can end the relationship. Hopefully it doesn't come to this!

Most importantly, really truly, is to try and **have fun and celebrate our community!**

*rev. February 2016*