

The Paint Spot presents the 20th Annual
Whyte Avenue Art Walk

July 10 - 12, 2015



Want to Join?

Send your email address and contact information to info@paintspot.ca.

Registration Starts

Saturday, May 23, 2015

10:30 AM - 5:00 PM

at The Paint Spot

Registration is first-come, first-served. Be patient and flexible: it takes time. If you are part of a group or family who wish to paint together, please register together, otherwise being together may not be possible.

1st Timers Seminar

Saturday, June 20

10:00 AM – Noon

at The Paint Spot

Got questions? Whether it's how to set up your display, tips for working with your assigned merchant, or advice on pricing your work, we are here to help.

Only \$10.00



It's an Outdoor Studio and Gallery in Old Strathcona

Over 400 artists display more than 6000 pieces of art. The public will enjoy a 4 km walking tour along 10 city blocks and through two parks to view art-making and meet artists. People are invited to buy art directly from the artists.

Friday, July 10	10 AM – 5 PM
Saturday, July 11	10 AM – 5 PM
Sunday, July 12	10 AM – 5 PM

Any artists brave enough to share their work are welcome to participate. The Art Walk is a non-juried event that attracts professional artists, amateurs, and students.

Artists are responsible for bringing all display material, including tables, easels, chairs, paints, etc. Set up starts at 8:00 AM daily. By 6:30 PM, most artists have cleaned up and are gone. Join us in the evening at the local pub for some networking with patrons and artists.

Guidelines

Each display must be ORIGINAL artwork.

Artists are encouraged to create art at their spot.

One-of-a-kind work will be accepted in the following mediums:

- Oil painting
- Acrylic painting
- Watercolour painting
- Encaustics
- Drawing (graphite, charcoal, soft or oil pastel, other dry media)
- Sculpture (stone, clay, metal)
- Mosaic paintings
- Printmaking (etching, silkscreen, lithography)
- Caricatures and Portrait Drawings are encouraged.

ONLY A MAXIMUM of 25% of each display can be reproductions (posters, giclée, computer print-outs, photocopies).

'OTHER ARTS' are not part of The Whyte Avenue Art Walk:

- Cards, bookmarks, pins, magnets, etc.
- Clothing (T-shirts, scarves, hats, quilts, etc.)
- Pottery, glassware, tableware
- Jewelry
- Face painting
- Comics and graphic novels
- Photography

These are curated at separate venues. Call us for more information.

Whyte Avenue Art Walk July 10- 12, 2015 from 10 AM – 5 PM
Presented by The Paint Spot 10032 81Ave. Edmonton AB T6E 1W8
www.art-walk.ca / P 780 432 0240 / E info@paintspot.ca

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What to Expect on Registration Day

Locations are assigned on a first-come first-served basis by our team of experienced coordinators. Please — no bribes.

The waiting line early in the day is about 2 hours long but by mid-afternoon the line runs very quickly. We have information tables and storewide sales. We encourage networking.

1. To register, artists must bring 1 – 3 images representing the subject matter, media, and style to be exhibited. Please include photographs or printouts only (no slides, originals, disks or other electronic images). We keep images on file for reference.
2. Once images are approved, take a number. To avoid line jumping, every form must have a number.
3. Complete the application form, sign the waiver, and attach your images.
4. Consult with the coordinator to select a block and figure out the fee. Locations are assigned by matching space available with size of display and on a first-come first-served basis.
5. Next, pay the registrar and get your official Art Walk number and membership discount card. Please bring cash. Banks charge processing fees for credit and debit.

Out of town or out of country artists can register by phone starting Tuesday, May 26, 2015.

Registration by proxy is not recommended: In rare situations, you may ask for a registration form to be sent for you. Contracts must be filled out completely, waivers signed, and images attached. Each registration is subject to approval. We cannot guarantee spots.

Mid June: Your ID Badge will be ready for pick up. Your badge includes your vending permit and your assigned location. **Keep badges safe!** There is a \$5 replacement fee for a lost badge.

More Opportunities

www.art-walk.ca

A few days after registering, you will receive a confirmation email with a password to upload your information onto the festival website. It's a great spot for patrons to find you before and after the event.

1. Upload your images (up to 10) thumbnail jpegs. Please use thumbnails no larger than 150 x 150 pixels. If images are too large (over 1MB) they may not upload properly.
2. Add some exciting words about what you are doing at Art Walk and what your art is about.
3. Provide **contact information** and a link to your website.

16-page Pull-out in Vue Weekly Magazine

Getting in the book is easy, but space is limited. Select and submit one image via email.

Email to: info@paintspot.ca

Deadline: ASAP – book fills up fast

Important: Make sure the file is labeled as:
Last name First name.jpg
Example: FjordbottenKim.jpeg

“The Whyte Avenue Art Walk” Facebook

Join the group to learn about other opportunities and share what you're doing at Art Walk.

Twitter & Instagram #yegartwalk
[@thepaintspot](https://twitter.com/thepaintspot) [@yegartwalk](https://www.instagram.com/yegartwalk)

Don't Miss the Posters and Postcards

Get them while you are here registering or shopping. Give them to your family, friends, workmates. Volunteer to distribute them!



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