

The Paint Spot presents the 22th Annual

Whyte Avenue Art Walk

July 7 - 9, 2017



It's an Outdoor Studio and Gallery in Old Strathcona.

Over 450 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.

All 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.

Art Walk runs 10 AM – 5 PM daily.

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.



Artist Registration Day
SATURDAY MAY 6
(Sorry No First Timers)
10 AM - 5 PM

This is the large line-up. 2 – 3 hour wait time. Some line up as early as 6 am. Numbers will be provided so you may leave and come back.

Out of town registration - Tuesday May 9

Early Bird Lottery

Email Notification - MARCH 17

Past-participants may receive an email for online registration for 'same spot as last year' opportunity. We draw over 200 names. Odds are good you may be contacted. Watch for email on March 17.

Note: Early Bird Registration Ends March 31, 2017

REGISTRATION FEE is \$100 - \$200
Depending on Site Selection



FIRST TIMERS
REGISTRATION DAY
SUNDAY MAY 7

Mandatory Info Session & Registration

Never participated in the Art Walk before? Please register on this day to ensure you are fully informed about the Whyte Ave Art Walk.

Register On line
Space is limited.
1PM – 3PM
4PM – 6PM
7PM – 9PM

SESSION FEE AND REGISTRATION is \$80.00
Locations will be assigned after information session.

Note: you must be 18 years or older to register.

#yegartwalk Please use this hashtag in social media

“The Whyte Avenue Art Walk” Facebook Join the group to learn about opportunities and share what you're doing.

Follow and share on Instagram & Twitter

@thepaintspot @yegartwalk @oldstrathcona

Whyte Avenue Art Walk • July 7 - 9, 2017 • www.art-walk.ca
Presented by The Paint Spot 10032 81 Avenue Edmonton AB T6E 1W8
• Phone 780 432 0240 • Fax 780 439 5447 • Email info@paintspot.ca

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What to Expect on Registration Day

May 14, 2016 10:30 AM

Plan to wait for 2 – 3 hours in line on the first day. At other times, registration may take only 10 minutes.

Pre-Approval

Artists must meet the guidelines outlined on the front of this handout.

Bring 2 Images

To register, artists must bring 2 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).

Once images are approved, take a number, complete the application form and sign the waiver.

Location and Fees

When your number is called, an experienced coordinator will help you select a site. Locations are assigned on a first-come, first-served basis. Matching space to artist's needs is important to us. The festival must also balance the needs of property owners, the city and visitors.

Payments

CASH & DEBIT ONLY on May 6.

Registration by proxy is possible.

Forms must be completed, signed, and images attached. Subject to approval and availability of space.

Out of town or out of country

artists can register starting Tuesday, May 17 2016.

Registration Ends June 10, 2017 (or when full).

ID Badges will be ready for pick up

June 15. This is your vending permit and your assigned location. Keep badges safe! There is a \$5 lost-badge replacement fee.



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, woodcut)
- Caricatures and Portrait Drawings are encouraged.
- Airbrush (Note: we have no electricity for compressors)

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

'OTHER ARTS' are not registered at The Paint Spot.

See contacts links below.

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

Whyte Lights Photography Email: sydney@oldstrathcona.ca

On The Spot Pop Ups <http://onthespotpopups.com/artwalk/>

GRID WALL

Westmount Store Fixtures (Note: They do not rent grid wall)

8520 106 A Avenue Phone 780 424 8950

Email: sales@westmountstorefixtures.com

Hours Mon-Fri 7:30 AM – 4:00 PM

FRAMERS

The Paint Spot (Yes! All-new affordable DIY frames!)

Little Royal Framing 10018 - 82 Ave P (780) 433 1123

Kamena Gallery 5726 - 104 St P (780) 944 9497

Vivid Print 10342 - 82 Ave P (780) 428-4843

Mill Creek Framing 9609 - 82 Ave P (780) 433-1430

PRINTERS

Elite Lithographers 16515 116 Ave P (780) 486-0576

Zenocopy 11216 102 Ave P (780) 425-6384

Scona Copy 8016 105 St P (780) 413-6177

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