

CITY OF WHITE ROCK ART WALK GUIDELINES

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15154 Russell Avenue, White Rock

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INTRODUCTION

The Art Walk adds to the vibrancy of the City and connects and engages the whole community by integrating arts and culture into the daily life of the City.

Art Mediums Permitted Include:

- Watercolour
- Oil
- Spray Paint (exhibited no spray painting on site)
- Pencil
- Ink
- Charcoal
- Pastel
- Acrylic
- Photograph
- Sculpture
- Textile arts (please see below)
- Prints and cards of the artist's work.

Art for the purpose of these guidelines do not works that are considered craft, jewelry, or certain textile arts such as quilts or items that could be used for functional or practical use.

TIME

Monday through Sunday

Artists will follow the City's Park hours – Dawn to dusk.

LOCATION

Space is limited to the grass strip parallel to the promenade between the White Rock Museum & Archives and the Oxford Comfort Station.

All spots are first come first serve.

Artists must set their tents up against the back fence leaving as much room as possible between their tent and the walkway.

Setting up easels or other equipment in the morning to save a spot is not permitted. The Artists must be on site with their equipment and artwork.

Artists sharing a space or tent is not permitted. One spot per license.

ARTWORK

All art must be the original creation of the licensed Artist.

Working on site and creating art is encouraged. However, any materials that are hazardous to the environment or to people should not open and in use.

PORTRAIT ARTISTS

Portrait artists may have a maximum of five (5) easels to display samples of work.

Black and white samples are to be completed in 45 minutes; colour in 90-minutes.

One (1) display sample may feature a famous model done from a photograph, (i.e., either a sample or a work in progress).

Work in progress on easel must change at least weekly. Samples may be changed at any time. All samples must accurately reflect the work the artist can do on-site, and the quality of work sold on-site must be equivalent to samples displayed.

Use of newsprint is not permitted for portraits. All portraits on paper (except vellum) must be sprayed with fixative.

Artists will guarantee the public the right to refuse a portrait or to have a refund within the day of purchase.

DISPLAY GUIDELINES

Artists are permitted to:

- Occupy a 10'x 6' space (approx. 120 square feet)
- Within the space put up a 10x10 tent on the grass area only ensuring it is properly secured.
- Ensure that there is a reasonable amount of room between each artist's space to ensure that visitors can walk around.
- Display work on standard art easels or approved display stands and the top of paintings may not exceed 1.5m (5 ft) in height
- A limited amount of storage.
- Artists may promote their work through a minimum of 2 signs maximum size 11x17.

Artists are not permitted to:

- Play music or have any amplification

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- Leave equipment or art unattended for more than 20 consecutive minutes. Equipment and art may be subject to removal if left unattended.
- Store an excessive amount of art, supplies, and equipment on site.
- Use tarps or camping tents.
- Use public seating or tables.

AGE REQUIREMENTS

Artists under the age of 18 years must have a parent or guardian co-sign the application form.

Artists under the age of 16 must have a responsible adult always accompany them while one site.

SALES

Artists retain the full sale of their artwork sold on site during the Art Walk Program

SPONSORS AND SIGNAGE

Artists may not advertise, endorse, or promote products or sponsors.

CITY EVENTS & MAINTENANCE

There will be times when The Art Walk is restricted due to City Events, these include but are not limited to Canada Day and the August long weekend (Sea Festival & Semiahmoo Days). Artists will receive notifications by email. Areas may also be subject to maintenance closures and therefore Artists need to observe maintenance postings on-site.

LICENSE

Artists must have the City of White Rock license clearly displayed during their performance. If you lose your license there is a fee of \$10 for replacement. Parking fees are not included in the price of the license and pay parking rules are enforced

CODE OF CONDUCT

Artists must conduct themselves in a safe, professional, and cooperative manner and abide by the Guidelines to receive and maintain permission to perform in the City. Undesirable conduct or failure to uphold the Guidelines will lead to temporary or permanent suspension of license privileges.

If an Artist breaks the guidelines, by-laws or a generates a complaint, City Staff will give a warning. If you receive a second warning, your license may be suspended or revoked. On a third complaint, you will lose the privilege to be part of the Art Walk for 6 months. Suspended or revoked licenses are not refunded.

COMMUNICATION

It is the responsibility of the license holder to provide the City with up-to-date contact information and check their email regularly to receive updates about the by-laws, guidelines, and restricted days.

PROMOTION

We appreciate your support promoting the Art Walk. Please tag the City of White Rock social accounts – Facebook, Instagram, and Twitter.

Here are some fun # tags you can also include.

#WhiteRockBC
#ArtByTheSea
#CultureLivesHere
#WhiteRockArtWalk
#CityBytheSea