



## Landmark Pop Uptown Gallery Guidelines

### White Rock

Central Plaza  
15140 North Bluff Road  
White Rock

Located at 15140 North Bluff Road, the Gallery facilitates and inspires local artists and creative enterprise in White Rock. The Gallery allows artists to occupy the art gallery and share their talents with the community.

#### Eligibility

Only teams of artists (minimum of 3) or arts societies/organizations are eligible. At least one of the artists or curators must reside in White Rock or South Surrey to be eligible for the use of this space.

#### License Agreement

The gallery is free of charge and the City of White Rock will pay utility fees.

- Artists must ensure the space is open to the public for a minimum of four days a week, including Saturdays.
- Hours, at a minimum are Thursday/Friday 1PM-5PM and Saturdays 10AM-5PM
- Only teams of artists (minimum of 3) or arts societies/organizations are eligible.
- The artists must provide short-term general liability insurance of no less than \$2,000,000.
- Artists are responsible for cleaning the gallery and for preparing the walls for the next group including filling holes, sanding, and paint touch ups.
- Artists are responsible for their own sales and retain 100% of revenue.

#### Selection Criteria

- Overall concept and project feasibility
- Quality of proposal: Innovative ideas, potential for creating excitement, pushing artistic limits.
- Artistic merit and professional record of achievement.
- Appropriateness of project for a temporary space.
- How the project proposes to engage the neighbourhood.