

Wallingford First Wednesday Art Walk - 2009

How do I join? - In order to participate in the Wallingford Art Walk we ask that you submit the attached form with payment of \$90.00 by **Wednesday, April 1st**. Many expenses for the Art Walk are being subsidized by the Wallingford Chamber of Commerce. Your contribution includes you in the Art Walk for all 2009 events and also provides you with the following:

- Listing of your business name, address, phone number and Web site in the monthly programs which will be updated each month with a brief description of the featured art and artist, printed and handed out in Wallingford
- Wallingford Art Walk posters, monthly programs, and a permanent indicator to display in your window
- Placement on the program maps to clearly show your location
- Listing on the www.wallingfordartwalk.org Web site with a link to your business
- Inclusion in any advertising, press releases and articles written about the Art Walk where a list of participants is included

What do I do once I join?

- Determine how much space you have and what type of artwork would be most suitable for your business environment. Keep in mind that for some locations art such as sculptures and glass may be a great addition and in other locations that may compromise the safety for your customers. We strongly suggest changing your art each month or at least every other month.
- Arrange a time for the artist(s) to meet you at your business. This will help you both agree on the amount of work, how it will be hung, and can also reaffirm that they are a good match for your business. Visit www.wallingfordartwalk.org for a listing of potential artists and their contact information or post a 'call for artists' on www.craigslist.org under 'Artists' section and book artists in advance for the remainder of the year. We also have a list of artists who have participated in the past.
- Draft a written agreement to be signed by you and each artist who displays work. This can be tailored to your own specific criteria, however we recommend that it include:
 - Artist's contact information / Date and time of delivery and pick up
 - Prices of items & commission rate (if any) – standard is between 10-20%
 - Responsibility for lost or stolen of items (it is standard to not accept responsibility)
 - How and when payment will be distributed to the artist
- Ask each artist for a written Artist's Statement that you can use when publicizing their work and for business cards to display
- Submit the 1-2 sentences about the featured artist(s) by the 15th of the month for inclusion in the next art walk program.
- **The first Art Walk is Wednesday, May 6th from 6-9pm.** If you cannot stay open until 9pm let us know and we will mention that in the program.

Preparing for the Art Walk:

- Most participating businesses will offer some snacks and refreshments (either provided by the business or the artist).
- If you do offer food, make it "art friendly" food – avoid chocolates and other items that can be sticky when handling art or that may stain your rug/furniture

- The Art Walk is an advertising partnership. Please include the Art Walk Logo/Dates & Times/Links to the Web Site in any promotional advertising or announcements that you create. Helping us get the word out is much appreciated.
- Make sure the artist knows they are expected to invite their contacts/friends and to promote your business in their own way.

We are very open to feedback and comments you may have. Please feel free to contact Alex Strazzanti at Oasis Art Gallery, Co-Chair of the Wallingford Art Walk Committee at info@oasisinseattle.com or via cell at 206-898-5014.

Thank you,

The Wallingford Art Walk Committee

Colleen Kurke – Co-Chair, Cutz/Wallingford
Vivian Ledesma, D.C. – Alliance Chiropractic

Alex Strazzanti – Co-Chair, Oasis Art Gallery
Mitch Hunter – New York Life

Eimear O’Neill – InterConnection
Cheryl Hansen – Harold’s Lamps

Wallingford First Wednesday Art Walk - 2009

Dear Wallingford Business Owner,

The First Wednesday Art Walk in Wallingford is beginning again!

We are proud to have created an Art Walk that focuses on high quality art, brings new artists and art enthusiasts to Wallingford, and makes for a meaningful community event. Many businesses reported an increase in foot traffic and sales from the art walk last year. We are looking forward to bringing in more people for an even better year in 2009.

Please complete the attached form and return it with your payment of \$90.00 before Wednesday, April 1st

Receipt of this form and payment guarantees that your business will be listed on the Art Walk posters, monthly programs, Web site, and advertising and promotional activities where all participating businesses are listed for the May through October Art Walks and in the December Wallingford Chamber/Special Art Walk Event for 2009.

*Reminder **Please be sure to submit the name of your featured artist and a brief description each month by the 15th to ensure its inclusion in the monthly programs. Send info to Alex Strazzanti at Oasis Art Gallery via email only to info@oasisinseattle.com. If we do not receive your artist information, your business information will still be listed.***

The first Art Walk is Wednesday, May 6th from 6 – 9:00pm.

Business Information - This will be published on print and Web materials:

Business Name: _____

Business Address: _____

Business Phone: _____

Business Web site: _____

Contact Information – This is kept private and only used by the committee to send you information:

Contact Name: _____

Contact Phone #: _____

Contact E-mail: _____

We ask that with your participation, you agree to showcase artwork and to be open every First Wednesday from 6:00 – 9:00pm for the Art Walk. In recognition of the relative risks and benefits of participation, The Wallingford Chamber of Commerce and the members of the Wallingford Art Walk Committee do not accept liability in the event of losses, costs, damages of any nature whatsoever or claims expenses from any cause or causes do to participation.

Signature _____ Date _____

Please return this form with payment by **Wednesday, April 1st** to:

Alex Strazzanti, The Wallingford Chamber of Commerce, 2100-A N. 45th St. Seattle, WA 98103.

For any questions, please contact Alex Strazzanti, Art Walk Co-Chair, at 206-898-5014 or alex@oasisinseattle.com