



### **PARTICIPATING AS AN ARTIST**

Artists are defined as visual artists working in studio arts. Painters, photographers, woodworkers, weavers, printmakers, sculptors, potters, jewelers, illustrators, and artists of all media may register online.

### **TO QUALIFY FOR ART WALK:**

You must be an artist selling or showcasing artwork that you have made. No MLM or corporate mass production work will be accepted. Pre-fabricated items that are modified will only be accepted if the modifications are significantly artistic in nature. For example, tumblers with font-based decals applied to them will not qualify as art. Digital compositions using AI Image Generator software are not accepted at this time. To be accepted, all artwork should be the product of an artist's unique artistic expression and skill. All acceptances are at the discretion of event organizers. Culinary artists should refer to the "fine print" section for details about how to qualify as an artist.

Your artwork must be deemed appropriate for a family friendly festival environment. Nothing controversial or political will be considered.

You must be in attendance the day of the event.

All artists, unless working as "collaborating artists" (see definition below) must apply individually even if you are planning to share a booth space.

You need to be aware of the supplies that you are required to bring to the festival, list below.

### **FEES**

**ARTIST FEE: \$75**

This is a non-refundable fee and is the **only fee** to participate in ArtWalk if approved. All proceeds will benefit the Cultural Arts Committee and will go toward a Cultural Arts Initiative, within the proposed District.

### **INDOOR ARTIST DISCOUNT CODE**

If you have made private arrangements with an indoor venue for Art Walk, then we are happy to extend a discounted artist registration fee of only \$50 since we will not need to provide electricity or other infrastructure to you at the festival. **PRIOR TO PURCHASING YOUR**

APPLICATION, please email [info@d-winc.org](mailto:info@d-winc.org) to receive the Indoor Artist Discount Code by sharing the name of your indoor venue. Once you have the discount code, you can proceed to purchasing your Art Walk application, and when completing your application you'll select "INSIDE A PRIVATE VENUE" when asked about your location preference.

## LOCATIONS

RetroFest Art Walk IS PRIMARILY OUTDOORS ON York Avenue.

York Avenue is the primary venue for artists at Art Walk. We strongly suggest that you select this location for the festival if you do not already have arrangements for another location. Retro Fest Art Walk closes York Avenue to car traffic from Dallas Avenue to Bridge Street, nearly half a mile, and plenty of opportunity for 100+ artists and two small stages. This creates an exciting atmosphere that completely transforms the street into a vibrant public space and also provides a premium experience for artists participating outdoors.

RetroFest Art Walk site plan aligns all of the artists booths in a prime area, with artist tents placed side-by-side and if needed, back-to-back. You may request either a 10' x 10' booth space or an expanded booth space of 10' x 20' for no additional charge. **WE DO NOT PROVIDE THE TENT FOR THE ARTIST.** Outdoor artists will be given street space and power for lighting, but all other supplies are the responsibility of the artist. Artists will be assigned to a specific block and will be given a scheduled arrival and set up time based on their assigned position on the street. Artists may request a specific block assignment in the application process. We will work to accommodate all artist requests but cannot guarantee that your request for a specific block can be fulfilled. Artists may also request the opportunity to participate on the same block as another registered artist with the festival. We will also work to ensure we fulfill these requests to our best ability.

WANTING TO PARTICIPATE INDOORS? LET'S TALK FIRST!

INDOOR ARTISTS RECEIVE A DISCOUNT WHEN APPLYING BUT MUST CONTACT MANAGEMENT FOR A PROMO CODE BEFORE CHECKING OUT on the invoice.

If you check out without that promo code, you will not receive the discount after the fact and we will not issue a refund. We strongly encourage all artists to participate outdoors on York Avenue, as this is the primary event site at RetroFest Art Walk, unless you have already made arrangements with a private venue in Downtown on York Avenue to host your art indoors. Indoor venues that are located along York Avenue often are great for traffic but participating at that venue means the artist must make all venue arrangements directly with the venue.

All participating venues must also register with Dwinc in order to host an artist and be listed in the RetroFest Art Walk program. Participating as an official Art Walk venue is free for Downtown Weatherford Inc active Members and is \$100 for non-member venues. Please make sure your venue is aware of this when discussing participation with them. Please make sure your venue is also registered for the event prior to September 15th, 2023 when registration closes. This includes the area on the sidewalk in front of each storefront, as well as inside the store.

## **HOW TO APPLY**

### **STEP-BY-STEP INSTRUCTIONS: ARTIST APPLICATION**

#### **STEP 1**

Click [HERE](#) to enter the Downtown Weatherford Inc RetroFest Art Walk Application.

#### **STEP 2**

Upon approval of your application, you will receive a Welcome to Art Walk email, and an invoice. Pay the invoice by the deadline on the invoice.

Please note, your Art Walk application payment will show up on your statement as The Weatherford Square Initiative Inc.

Reminder, this is a non-refundable fee (\$75) and is the only fee to participate in Art Walk, if approved, unless you are requesting a space larger than 20' x 10'.

#### **STEP 3**

Upon receipt of payment, you will receive a site map and an assigned space.

Reminder:

Using the application, we'll ask you for:

Your contact information for administrative use

Your information to be published in the official RetroFest Art Walk digital program

A well written but BRIEF artist statement that helps the public understand and gain interest in your work

Work sample images in .jpeg format, minimum of 3 and a maximum of 4

Using the application, you'll be able to:

Let us know if you are being hosted by an indoor venue

Request a 10' x 10' or 20' x 10' space reservation

Let us know if you are planning to share a booth with another artist

Request to be located near another participating artist

Request a specific arrival time (either Group A 8:00am or Group B 9:00am)

Request to face north or south, which we should note will determine your arrival time

Tell us about your power needs

Artists who do not complete their application prior to the deadline will forfeit their position at Art Walk with no refund.

[APPLY NOW](#)

**COLLABORATING VS. SHARING**

**ALL ARTISTS MUST REGISTER**, regardless if you are sharing a booth.

**SHARING A BOOTH? APPLY SEPARATELY AND SHOW TOGETHER**- We welcome artists to share a booth/tent space if you wish. When filling out your application you will be able to indicate that you would like to share a booth and you can also tell us which artist you are planning on sharing with. We promise we will pair the two sharing artists together so that you receive the same block assignment, arrival time, and single reserved space so that there is no confusion for your arrival and set up instructions. To make this possible, it is critical that both artists should indicate the same "sharing" plans on their individual applications. We require that both participating artists, regardless of sharing, register for the event. We do not charge "booth fees" but instead only charges "application fees" that are required for each participating artist regardless of how much space they take up at the festival. There is no additional fee to participate if accepted. We are representing artists, not space.

**COLLABORATING ARTISTS CAN APPLY TOGETHER USING ONE APPLICATION WITH BOTH NAMES LISTED** - If the artwork shown is the EQUAL collaborative effort of two artists, you may apply only once using both names so long as each of the artists are not representing artworks made independent of the other artist. For example, if your artwork is knives and one artist makes the metal blade and the other artists makes the wooden handle, you are considered collaborators and can use a single application. Basically, do you both contribute to each individual piece of work shown? If so, register using one application with both names. If not, both artists must register separately. If you are artists who show together regularly (such as partners often do) where one artist makes wooden bowls and the other artist makes metal sculptures, then you must register separately even if you are planning to share a booth. We do not charge "booth fees" but instead only charges "application fees" that are required for each participating artist regardless of how much space they take up at the festival. There is no additional fee to participate if accepted. We are representing artists, not space.

### **THE FINE PRINT**

**APPLICATION DEADLINE:** Applications must be completed and submitted for review by midnight on September 31st. There will be NO EXTENSION offered and artists who do not complete their application on time will forfeit their position at ArtWalk.

**EVENT DATE: Saturday, October 7th, 2023**

**HOURS: 10am-3pm**

**SET UP:** Artist set up begins as early as 8:00 am, depending on your assigned block.

**FEE:** \$75 PER ARTIST non-refundable artist fee. This is the only fee to participate in ArtFest.

## **THE ART SHOWN MUST BE MADE BY THE ARTIST PRESENT**

Please do not apply if you are selling factory-made or mass-produced items. No direct sales or multi-level marketing companies allowed. Applications such as these will be rejected without refund. Art that is clearly not the original work of the artist, that is imported or purchased from a wholesaler or artwork that is deemed inappropriate (example: discriminatory or offensive) by Management will not be considered, and if it is identified during the festival the artist/booth attendant will be asked to leave without refund. There is no minimum or maximum for the number of works shown. Please use good judgment in providing enough artwork to have a strong presence but not so much that it overwhelms our booth, venue or the patrons. Simply put, Art Walk only allows for the sale of artwork made by the artist presenting it at the festival. Reproductions of your own artwork, such as prints or giclée, are accepted.

**ARTISTS ARE RESPONSIBLE FOR PROVIDING TENT AND ALL DISPLAY ITEMS NEEDED.** This includes tents, tables, chairs, lights, hanging surfaces, etc. We do not provide tents, tables or chairs to artists. You will be responsible for bringing your own lighting, power strips and extension cords as well.

You may request a tent, table, electricity or water, for an additional fee, but these items are not guaranteed.

**CULINARY ARTISTS ARE NOT ALLOWED TO SELL FOOD FOR CONSUMPTION AT ART Walk.** All food items must be packaged for consumption AFTER the event. For example, homemade jam, packaged spice rubs, or bottled sauces are allowed to register as Culinary Artists. Homemade cookies, toffee, or popcorn are NOT allowed to register as Culinary Artist because they can be easily eaten on site and should instead register as Food Vendors using a different application. Food sales for consumption at the event are the exclusive right of the RetroFest food vendors may pay \$250 to participate. If you would like to participate as a RetroFest food vendor, please apply using the application.

## **NO SUBSTITUTIONS**

Artist positions cannot be transferred, sublet, franchised or sold to any other person, nor can they be shared with another independent artist without written approval.

## **APPLICATION APPROVAL**

Acceptance and non-acceptance of applications will be at the sole discretion of Art Walk Event Committee and will be based on the information given by the applicant on their application, meeting with approval the expectation for quality, diversity and artistic merit. This event will not allow any controversial or political material, without exception. Any of this material observed on site may will be cause for removal.

**CREDIT CARD STATEMENT** Please note, your Art Walk application payment will show up on your statement as Weatherford Square Initiative.

**CANCELLATIONS Notification of non-attendance is required. If no notification is given the artist will be prohibited from participating in all future events. Your \$75 application fee will not be refunded, as this is not a participation fee but instead an artist fee, so even with notice of cancellation we cannot provide refunds.**

#### **GENERAL SUPPLY LIST THAT ARTISTS SHOULD PLAN FOR:**

**Tent** (10'x10' or 10'x20' based on your space request, any color is fine) We highly recommend Ez Up Tents, as they are sturdy, lightweight (in comparison to others) and have the necessary additions such as shelter walls, tent weights, and lighting systems that you may need.

<https://www.ezup.com>

**Tent weights** - You must bring at least four tent weights to secure the legs of your tent. We cannot use stakes, as we will be set up on the street, so heavy tent weights are important for everyone's security. October is often windy. Be prepared.

**An outdoor extension cord** and power strip if you asked for electricity.

#### **Display items for your artwork**

**A chair** - this really makes the day so much more enjoyable

**Comfortable shoes.** Really, this is an important suggestion.

**A trash bag.** You'll inevitably have your own trash to manage at the event. Please come prepared and don't rely solely on our festival trash cans that are designed for public use and may not be available to you when you set up or breakdown at Art Walk.

**Email will be our primary means of community during the event so you'll want to make sure to have your mail accessible on your phone please.**

A helper for set up - if possible, we highly recommend they arrive in your car with you. After you unload onto the street, and before you set up your tent, you'll need them to go park the car for you. Cars cannot stay on the street while you set up your booth.

A support person to help you throughout the day.

A small cooler with drinks (non-alcoholic) for you and your team. This must remain hidden from the public in order to comply with our food vendor policy.

**Signs!** Your booth will be among many! Booths with strong branding, such as signs that can easily be seen from a distance, memorable color choices, and inviting entry spaces are always more successful at public festivals. Make sure to consider the wind when printing signs. We recommend "blow through vinyl mesh" for any large-scale printed pieces.

**WEATHER POLICY** Management is not responsible for adverse weather conditions so there are **NO REFUNDS FOR THIS REASON.** The event will operate in varying weather conditions and artists must be prepared for adverse weather. Depending on the severity of the weather forecast, Art Walk Event Committee reserves the right to delay the event opening, close early, cancel the event, or postpone to another date for the safety of all involved. If Art Walk is delayed, canceled, or postponed due to weather all artists will be notified via email with as much advanced notice as possible. We understand the amount of time, effort and money that is required to participate in an event such as Art Walk and greatly appreciate your commitment. All decisions will be made keeping in mind the substantial investments that are made by

participating artists, food vendors, sponsors, entertainers, venues and volunteers. PLEASE, we cannot stress this enough, please keep your phone or other devices charged and handy so that you are able to monitor your email beginning 72 hours prior to Art Walk and during the event. Artists who have work that is especially vulnerable to weather must use their best judgment about the risks of participating in an outdoor event. If an artist should choose not to participate due to adverse weather conditions, we request that the artist notify management via email. Management will not be held responsible for any loss, damage or injury whatsoever resulting from adverse weather conditions.

### **A WORD FROM THE TEAM**

The Downtown Weatherford Inc Event Committee is a hardworking volunteer team that works alongside Downtown Weatherford Inc staff and board members to ensure the events are a great success. We appreciate your consideration for this first year event, and look forward to this event and many others like it growing year after year.

QUESTIONS? Email us at [info@d-winc.org](mailto:info@d-winc.org)

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