

# Art Walk LA

## Essential Art Walk LA Venue Info

### **Welcome to Art Walk LA 2017**

We're excited to have you as a participating venue for the seventh season of Lewiston Auburn's Art Walk! Below you'll get a basic overview of what to expect this year. Additional follow-up will come as described below. Of course, don't hesitate to reach out to us at L/A Arts at any point this season in case of questions or concerns.

### New in 2017

#### **New Date and Extended Season for Art Walk**

This year Art Walk LA will switch to the Third Friday of each month and run through December. There are two major reasons for this: 1) Moving to the Third Friday makes LA the only monthly art walk in the region on that date, allowing better access for artists and patrons by not competing with other communities. 2) Running through December means the November and December dates function as 'holiday editions' encouraging attendees to purchase the work.

#### **New Artist-Venue Matchmaking**

L/A Arts is streamlining the artist matchmaking process. We will provide a searchable database with links to artists and their work. As a venue, you will be able to search out and build relationships with artists directly, helping you to display work that complements your space, even outside of Art Walk events.

Note:

- L/A Arts will compile a database of possible artists and links to their work
- **It will be up to you and the artist to set up meetings to discuss their art in your space and hang / display their work in time for Art Walk.**
- We recommend you **meet two weeks prior to each Art Walk.** This will allow the artist to preview your space and make plans to hang their work in time for Art Walk.

#### **New Listings and Maps**

In an effort to maximize marketing outreach beyond LA into the Midcoast, Portland and places in-between, we will be producing unique listings every month and heavily utilizing social media to promote the Art Walk, the venues, and the artists. **Deadlines will be on the 1st of the Month.**

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## Listing Artist Information and Images Deadlines

Please use [this link to submit listing information](#). Images should be emailed to Jess Lauren at [jl.laarts@gmail.com](mailto:jl.laarts@gmail.com)

- May 1st for May 19th Art Walk
- June 1st for June 16th Art Walk
- July 1st for July 21st Art Walk
- August 1st for August 18th Art Walk
- September 1st for September 15th Art Walk
- October 1st for October 20th Art Walk
- November 1st for November 17th Art Walk
- December 1st for December 15th Art Walk

Please make sure you're checking your email for the weeks above and that you reach out to your artists as quickly as possible to set up a meeting.

## Sidewalk Sandwich Board signs

As in years past, each participating business will have an official Art Walk LA sign to display outside their business the day of the event. Instead of L/A Arts placing the signs each month, we're giving you more control and leaving the signs with you for the season. L/A Arts will drop off the signs in May and pick them up in December.

## Hanging and Labeling Artwork

Just like last year, artists will work with you to hang their own work for Art Walk. This ultimately puts much more creative control in your and the artist's hands.

**Labeling:** Artists received [this optional template for making their own labels](#). If you prefer to use different labels in your space, just let your artist know. Please ensure all labels are consistent in design and information, and that the text is clear and easy to read. Make sure to discuss labels with your artist to agree on materials and how they'll stick to the walls.

## In Case of Disputes or Other Issues

We're looking forward to a successful collaborative season for this year's Art Walk. If for some reason you and your artist aren't seeing eye to eye, or if you're having trouble connecting with them in the first place, **reach out to us at L/A Arts as soon as possible**. We're here to help and support you, and our goal is to make each Art Walk a success for everyone involved. Don't let an issue that's important to your participation in Art Walk wait until the last minute!

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## Venue Requirements:

- **Venues must have adequate designated gallery space** as determined by the Art Walk LA committee (empty walls, windows, or tablespace that are visible to visitors upon entering).
- **Venues cannot hold political rallies or religious ceremonies during Art Walk** (Third Fridays from May-Dec, 5:00-8:00 PM).
- **Venues must be in good financial standing by May 1st, 2017.** For venues that have signed up to participate after this date, financial standing deadline is two weeks from the date of registering as an Art Walk venue.
- The **new venue fee to participate in Art Walk is \$160** for the season to accommodate three extra dates. (8 Art Walks x \$20 = \$160) If you wish to also be an Art Walk sponsor, contact us for more information on the opportunities to have your company and brand promoted on all our marketing materials.

Again, feel free to reach out to us as needed. We look forward to working with you this season!

Jess Lauren  
Program & Event Coordinator  
L/A Arts  
[jl.laarts@gmail.com](mailto:jl.laarts@gmail.com)