

Call to Artists and Artisans

2nd Annual Sylvan Lake Art Show and Sale

Presented by
The Town of Sylvan Lake

Join us in our 2nd Annual Art Show and Sale that celebrates the artists and artisans of Alberta. Held in 2023 in conjunction with The Town Sylvan Lake's 1913 Days June festivities it has moved this year to the month of September to coincide with the Province of Alberta's September "Culture Days". Our dates for this year's event are:

Friday, September 13 and Saturday, September 14, 2024

As in 2023, it will be held in the wonderful facilities of the Sylvan Lake Curling Rink within the NexSource Centre. 2023 saw a very successful kickoff of this event with a great turnout in both participants and visitors. We're expecting things will be even bigger and better this year!

Featured Artist



Carol Lynn Gilchrist

A professional artist for over ten years, Carol Lynn Gilchrist works in a variety of painting mediums, from watercolour to oil paints with a special love for 'en plein air' (on-site) painting. With a background in architecture and community planning, Carol Lynn approaches her artmaking in a unique way. Typically influenced by the natural world, she closely studies the landscape she wants to paint in order to create a personal connection to the site and illustrate its light and spiritual qualities.



Carol Lynn will be in attendance throughout the Art Show and Sale and will conduct both a demonstration and a talk on how she produces her beautiful paintings. Times of these events will be posted beforehand and during the event. The public is welcome to attend these free presentations.

Booth Art Demonstrations

During the show and sale, we will be offering a limited number of Art Demo opportunities for participating artists/artisans to demonstrate the work they do. These can take place at your booth or at a designated presentation site. If you would like to be considered as one of these demonstrators, please check the appropriate box on your Entry Form. A roster of participants and times of their demonstrations will be posted on a bulletin board inside the entrance to the event and announcers will promote the times and locations of both Featured Artist and Vendors demonstrations. These booth demonstrations are voluntary and meant to allow participants an opportunity to showcase their individual artistic skills and processes to the public

Selling Your Art

With the many purchasing systems such as Square or e-transfer and ATMs available we will not be processing sales for participating artists and artisans. Each artist will be responsible for their own sales transactions.

Application Process

Applications are to be received by email only please. We will be promoting artists and their work online as well as in a printed program, therefore high-quality photos of your work sent via e-mail or available to download from online social media channels are a must.

Event Schedule

Thursday, September 12: Artist Set Up 4:00pm to 9:00pm
Friday, September 13: Artist Set Up 8:00am to 12 Noon
Sale and Show 1:00pm to 8:00pm
Saturday, September 14: Sale and Show 1:00pm to 5:00pm
Booth Take Down, 5:00pm to 7:00pm

Guidelines

1. This event is juried, so please **e-mail** your application including: **a maximum of three (3) high quality photographs of current works and one photo or drawing of your booth layout or your application will not be accepted.** These details are necessary for the juried artist/artisan selection process, and for site placement at the event. We strive to locate artists in complimentary spots. Knowing how you display your work assists us in this planning. If you do not have a photo of your booth, please submit a clear drawing of your layout plans.

2. Also include **two to three sentences** that describe your work for internal online or printed programs and through various social media promotion of your work. We will be producing an Artist Program again this year too.
3. All information (photos, descriptions, application) are to be submitted via e-mail to tbradshaw@sylvanlake.ca
4. Applications must be received by **Friday, August 9th, 2024, at noon.**
5. Once juried and accepted we will e-mail you an Invoice. This ensures that should the sale be cancelled for any reason; we can issue a refund to you quickly.
6. Your online payment must be received by Friday, August 30th, 2024. Paying by cheque or in person is **NOT** possible.
7. Work must be original and completed by the exhibitor. Please indicate if you wish to sell prints and/or art cards at your booth and if so, provide a brief description and an image of a sample card or print.
8. All booth walls brought by the exhibitor for use in the NexSource Centre must be finished or tastefully covered on the back so they do not detract from neighbouring exhibitors' displays. We provide one 8' table and two chairs for every regular sized booth space (double for the larger booths) and booth walls will be covered in **black draping.**
9. We strive to present a professional event therefore outdoor tents and canopies are not permitted within booths. Booths not meeting these standards may be refused at the commencement of the event and a refund will **NOT** be issued.
10. Electrical power will be available on a limited basis and must be requested on your Entry Form. Late requests will not be possible. Exhibitors are responsible for bringing their own power extension cords, power bars and/or LED lighting. You could be sharing an electrical outlet so bring a power bar.
11. Two artists may share a booth. Both artists must apply together, and three pictures of each participating artists' works submitted. Guilds need only to submit one application and one image of work from three participating members.
12. Exhibitors may begin set up the day before, Thursday, September 12 between 4:00pm to 9:00pm. The room will be locked after hours with security in place both Thursday, September 12 and Friday, September 13.
13. All exhibitors are asked to assist in the promotion of the event. We will provide an electronic poster for your social media feeds and, be sure to follow and retweet @visitsylvanlake and tag the event on the Town of Sylvan Lake Facebook page.

Please share all artist's works – this will bring more shoppers to the sale than if you only share posts about your own work. As the saying goes, “the more the merrier!”

14. The organizing committee reserves the right to reject any item not suitable for a family audience.
15. The organizing committee is not responsible for injuries, damages or losses to exhibitors or their goods.

**2024 Sylvan Lake Art Show and Sale
APPLICATION**

Applications must be received by noon, August 9th, 2024.

Name: _____

Address: _____

_____ PC _____

Phone: _____

E-Mail: _____

Web-site/Social Media: _____

Description of your Art/Craftwork: _____

Will you be creating in your booth? Y N

Are you bringing walls? Y N

If Y what Height? _____ Type? _____

Do you require power? Y N

Would you like to be considered for one of our Artist Demonstrations at your booth?
Y N

Would you like to be considered for one of our Artist Demonstrations at one of our
Demonstration sites? Y N

Fees

Please note we will be holding a silent auction during the event again this year and invite any interested artists to participate. Please indicate the value of the piece being donated. Funds raised through the Silent Auction will go back into furthering the arts in Sylvan Lake and area.

Exhibitors may book either a small 10' x 10' or large 10' x 18' sized booth

Item	Cost per	Number Required	Total
Large booth	\$160.00		
Small booth	\$ 120.00		
Additional tables	\$ 11.50 ea		
Black tablecloth	\$ 6.50 ea		
Additional chairs	\$ 2.25 ea		

Email Application Checklist:

Completed Application

3 high-quality images

Booth photo or drawing

Brief description of you and your artwork for online, program, etc promotion

RELEASE AND INDEMNITY – PLEASE READ CAREFULLY

Due to my desire to participate in the Town of Sylvan Lake 2024 Art Show and Sale at the NexSource Centre I am assuming all risks and hazards which may happen while taking part in the activities. I release the Town of Sylvan Lake and all its staff, supervisors and volunteers of any claim, which I may have as a result of participation or damage or losses to myself and goods. Payment of fees, either in person or by agent is an acknowledgement of any and all risks involved in the activities and a waiver of any claim.

I understand that the Town of Sylvan Lake staff or a contractor will be circulating throughout the show and sale to take photographs for future promotional purposes, and hereby give my permission for them to do so.

Name: _____

Date: _____

signature

print name