

NOTICE TO ARTWALK ARTIST VENDORS

Please read this contract in its entirety. Sign and date it, and return a copy to Rio Campbell, Art walk Coordinator, before checking-in to Artwalk.

Email: moradawayrio@gmail.com

Mail: Rio Campbell, Artwalk Coordinator
Morada Way Arts and Cultural District
151 Morada Way, Islamorada, FL 33036

The principle foundation of our Art Walk is a sense of community.

Third Thursday Art Walks have become the signature event of our Art District, and a source of pride for the community of Islamorada.

When it comes to our Art Walks, we, as an organization, are committed to the concept of artistic excellence, family entertainment, and sense of community that this event was created to provide.

To assure the continued success of this event, we continually review each Art Walk to determine if we are meeting the expectations of our residents, guests, local businesses, and supporters.

Whereas many artists view this as strictly an opportunity to sell art, we, as promoters, view it as an opportunity to educate, inform, and network with prospective customers with the inspiration of art in the background. We ask that our artists approach each Art walk in this spirit.

It has been proven throughout the history of our Art Walks (more than 5 years) that those who understand and apply this concept have consistently experienced sales in the days and weeks after the event.

We strive to make our Art Walks productive for our artists, inspiring and entertaining to our guests, and pleasing and unobtrusive to our neighboring businesses and residents.

With your help, understanding and cooperation, we will continue to be successful in providing this event for the community.

In the coming months, our Third Thursday Art Walks will be revamped to reflect these principles. Displays will be smaller and simpler and lighting will be energy efficient.

Allowed displays are described in the enclosed Selection of Artists section.

SELECTION OF ARTISTS

FIRST TIME ARTISTS

All artists are selected by our Artists Selection Committee.

Selections are made from a review of applications submitted that meet the criteria listed below. The committee's selection is final, and not subject to appeal. If not selected, the applicant will be informed as to the reason(s).

Artists may apply as many times as they wish.

CRITERIA FOR SELECTION

Compliance with Procedures and Rules – Each applicant must download, print, read, and sign a copy of the Procedures and Rules as contained herein. This document must be mailed (or emailed) to the Art Walk Coordinator before the application will be considered.

Artistic Excellence – There are no prizes at the Art Walk, however, it is nonetheless a juried event. Each applicant is required to submit three (5) high-quality images of the work they will display. It is expected that the actual work displayed and the display set-up will mirror what is submitted with the application.

The Artist Selection Committee will review each artist's setup at the outset of the event to assure compliance.

Original Work– Absolutely no buy-sell permitted! All work must be the creation of the artist displaying it. Jewelers who string purchased beads, precious stones, or found objects will be evaluated on an individual basis, within design creativity and uniqueness as determining factors.

Recycled, Earth Friendly and “Local Heritage” inspired art – The artists selection committee gives priority to and special consideration to artwork that is made from recycled materials, or that features the unique heritage of the Florida Keys as its focus and inspiration. Excellence of art will remain the primary consideration.

RETURNING ARTISTS

Returning artists will not be required to submit a new application after they have been accepted for the Art Walk- unless their art changes significantly from the art represented in their original application. **Compliance will be determined by the Artist Selection Committee.**

Returning artists are not guaranteed a space in every Art Walk. The commitment made by MWACD to assure this event remains vibrant, inspiring and innovative will necessitate decisions to vary the art displayed.

Every effort will be made to apply this policy in the fairest, most equitable manner possible. All artists are required to notify the Art Walk Coordinator of their desire to participate in the upcoming event at least two weeks in advance.

ARTWALK VENDOR PROCEDURES AND RULES

DISPLAY FEES

Our current display fees are \$40 a month. Fees can be paid on-line through our website, or by check or cash on the night of the event.

Not-for-profits and PARTNERS are admitted without charge, but still must be approved in advance by the selection committee.

****Please Note: MWACD does not allow political activity of any type at its Art Walk.***

ASSIGNMENT OF DISPLAY LOCATIONS

Assignment of display locations is the responsibility of the Art Walk Coordinator. The layout of the Art Walk is a complex process, which requires hours of careful thought. It is complicated by the erratic arrival times of the artists and the urgent need to keep the streets open and clear until 6:00 PM. We respectfully request out artists to respect the experience and expertise of the person assigned to this task and refrain from any urge to interfere. Those who will not, or cannot comply with this request will not be allowed to participate in future Art Walks.

ARTIST DISPLAYS

Beginning with the January, 2017 Art Walk, the following policies regarding display/setups will be implemented:

Lighting of displays is limited to LED lights and bulbs- Power outages have been common in the past, necessitating this policy. Artists are responsible for bringing the own lights, extension cords and any other equipment necessary to support their display.

Trash and recycling- Receptacles for trash and recycling are available throughout the display area. No trash (bottles, cans, tie-straps, cigarette butts, etc.) will be left in the display area at the conclusion of the event. ***Offenders will not be permitted to future Art walks.***

Note: MWACD will have market umbrellas, tables, and chairs, extension cords available for rent (rental rates available from Art Walk Coordinator). Please make sure these are available before you arrive.

ARTIST PARKING

Parking is limited in the Art District. All participating artists will be notified, upon arrival, of approved areas for artist parking. Most of these areas are several blocks from the display area; transportation will be provided to and from these areas by MWACD volunteers. Any artist who parks in an area other than that designated for artist parking not be allowed to participate in future Art Walks.

When arriving at the display area, artists are requested to contact a MWACD volunteer for their assigned display location. The volunteer will escort the artist to their assigned spot, where they will off-load their display set-up and art. Before setting up their display, the artist will park in the designated parking area and be brought back to the display area by a volunteer. A second volunteer will provide security for the artists' belongings in their absence.

