



First Friday Santa Rosa Downtown Art Walk May - October 2008

ARTIST APPLICATION

Note: The deadline was March 31 but we are still accepting artists on a space available basis

- Description:** First Friday Santa Rosa Downtown Art Walk, is a collaborative effort between the City of Santa Rosa, Santa Rosa Main Street, and Historic Railroad Square Association. It is a free, self-guided tour of in-store art exhibits designed to highlight local artists and the merchants hosting them.
- Location:** The festivities take place primarily around the Courthouse Square and Historic Railroad Square Downtown districts with a focus on the Fourth Street corridor and the area around the Sonoma County Museum.
- Dates:** May 2, June 6, July 11*, August 1, September 5, October 3. Hours are 5:00-8:00 p.m.
* **Please Note** the July Art Walk will be held the second Friday due to the July 4th holiday.
- Info:** For more information please contact the First Friday offices:
Tel. (707) 543-3090 Email: info@firstfridaysantarosa.com. Email is the best way to reach us. Web site: www.firstfridaysantarosa.com

**Even if you participated in the past, you must complete a new application for 2008.
We do not automatically carry over artists or businesses from year to year.**

Please Note: First Friday Santa Rosa is a juried program. You must include between 3 and 5 digital images to accompany your application. Images should be emailed to: info@firstfridaysantarosa.com. If you participated in 2007 we still have your images on file, though you may provide new images for this application if you wish.

If you are accepted into the First Friday Downtown Art Walk, the organizers cannot guarantee that you will be scheduled to participate every month. Placement of artists will be done on a space available basis. In order to keep the event fresh, artists will be assigned to a different location each month. Space limits the number of artists participating in the focus area. Every effort will be made to place an artist as often as possible in the focus area. If a space is not available for you in the focus area in a given month, you may be offered a space elsewhere in the Art Walk. You may choose to accept that space or forego participation in that month's Art Walk. We aim to have artists assigned at least two weeks prior to each event.

Most venues will require participating artists to place their work on existing shelf or counter space. Some businesses will have wall space available, but this is not guaranteed for every location. Artists may wish to bring their own display materials (folding mesh panels, pedestals, easels) and should discuss this with business owners ahead of time. Some businesses have outdoor space available, but a goal of the Art Walk is to bring people into the participating businesses.

Please return completed application via email to: info@FirstFridaySantaRosa.com
If you are unable to return this form via email, please fax it to: (707) 543-3317.
Please do not fax it to any other number. We do not have a drop off location.

First Friday Art Walk 2008 -- Artist Application



Contact information (for administrative use):

Artist's Name: _____

Address: _____ City: _____ Zip: _____

Phone: _____ Email: _____

(Please note that due to cost and logistics, communication with First Friday is by email or phone.)

Please check the 2008 dates you wish to participate:

All Dates May 2 June 6 July 11 Aug 1 Sept 5 Oct 3

Please indicate the type of space you require (check all that apply):

- | | |
|--|---|
| <input type="checkbox"/> Inside or Outside | <input type="checkbox"/> Minimal, a countertop would work |
| <input type="checkbox"/> Inside Only | <input type="checkbox"/> Small floor spaces for my display/pedestals/easels |
| <input type="checkbox"/> Outside Only | <input type="checkbox"/> One large floor space for display |
| | <input type="checkbox"/> Wall space |

Comments: _____

Public Information for First Friday web site and brochure:

First Friday's marketing information includes artist name and media and contact info. If you have a web site we will list it as your primary contact. If you do not have a web site we will use either a phone number or an email address. If you do not wish to have contact info listed, please note.

Please do not list any contact information other than my name and media

Name for Publicity: _____

Media: _____

Website: _____

Phone: _____ Email: _____

Artist Agreement (Please read. Check all boxes to acknowledge your agreement):

- I will be set up and ready to go by 4:50 p.m. on the day of the event.
- I will be present at my exhibit during published Art Walk hours.
- I will notify the First Friday coordinator immediately if I am not able to participate in the Art Walk, in whole or in part.
- I will remove the work immediately after the Art Walk unless prior permission has been secured from the store to exhibit beyond that date.
- I will assist with the marketing by sending event announcements to my contact lists.

I have reviewed and agree to the above terms for participating in First Friday Santa Rosa. By registering for and participating in First Friday Santa Rosa, I assume full risk and responsibility for any loss or damage incurred during this event and I release and hold harmless First Friday Santa Rosa producers, coordinators, and sponsors from any claims arising out of my participation in this ArtWalk. I understand that I am solely responsible for all State, City, County, or other applicable permits, licenses, and/or certificates associated with my participation in First Friday.

Signature _____ Date _____

Please remember to include your Image Title, Media and dimensions on your digital images. (ex.: JoeArt-Superman-Oil-12x26.jpg). If you are selected into the program we will choose one of these images to represent you on our website.