



## Call for Submissions Art on the Line

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The Whyte Museum is hosting a special opportunity for sales and art demonstrations on **Sunday, June 20, 2010**, as part of our Back to Banff Day celebration held annually on Father's Day. You are invited to submit work for this opportunity. A maximum of 25 artists will be accepted.

**Deadline for submissions is May 7, 2010.**

This festive fun-filled day sees an average of over 400 guests visit the Whyte Museum and we offer free admission, refreshment, family games and activities as well as Heritage Home tours. This year we would like to complement this event with an outdoor Art Show and Sale that will showcase many of our very talented artists.

### Art on the Line

**Sunday, June 20, 12 to 4:00pm** This outdoor event (held last year in August) offers an opportunity for you to showcase and market small, affordable art pieces. The sale will feature a variety of media, including unframed paintings, drawing, photography, textiles, small scale sculpture, and other art forms. Artists will be provided with a "clothesline" stretched between trees on the Museum's river side grounds, and a quantity of clothespins or bulldog clips. Your art pieces will be hung on the line in clear plastic bags (that the artist supplies) to facilitate public viewing and purchase. These bags should be heavy enough to support the work when hanging from the line. (See [www.clearbags.ca](http://www.clearbags.ca) for examples.) For sculpture, or other free-standing work, the artist will bring their own table or display unit. Total space allowed for each artist is approximately 10 to 12 lineal feet. There are a limited number of tables available for rent at \$10 each. There are a limited number of power outlets (artists must provide their own extension cords). Both tables and power outlets are on a first come, first served basis, but arrangements **MUST** be made with the Museum in advance.

Artists, or their designated representatives, will promote their own work during this special sale. The works will be sold on a consignment basis with the Museum (75% to the artist, 25% to the Museum). Artists may make their own sales, at their display area, or through the Museum Shop (for buyers who want to use a credit card), but all works sold will be facilitated through a voucher system.

Work submitted for this special opportunity *may* be considered for sale on an ongoing basis, by consignment, in the Museum Shop.

### Artist Demonstrations

During the **Art on the Line** event, artists may choose to create artwork under the open sky as visitors watch their creations take shape. Artists will bring their own materials with which to create their work (for example, easel, paints, work table). Artists participating in **Art on the Line** will have their work area located adjacent to their clothesline of artwork. Work created during **Artist Demonstrations** may be available for sale, if the artist so desires. Work will be sold on a consignment basis with the Museum (75% to the artist, 25% to the Museum). Artists may make their own sales, at their display area, or through the Museum Shop (for buyers who want to use a credit card), but all works sold will be facilitated through a voucher system.

## Artist Eligibility

First priority will be given to Bow Valley artists – including but not restricted to residents of Banff, Lake Louise, Canmore, and area. Other artists, whose work reflects the natural beauty of this region, will also be given consideration for this sale.

## Media and Subject Matter

Works that will be considered include paintings in oil, acrylic, and watercolour as well as mixed media, photography, sculpture, hand-crafted artisan-made items, and textiles. Mass produced reproductions, imported, or machine-made items will **not** be considered. Preference will be given to works which reflect the natural beauty of the Canadian Rocky Mountains or other related images.

## Artist Responsibilities

**Artists will include a cheque for \$20.00**, made out to the Whyte Museum of the Canadian Rockies, along with their application form. If, for any reason, the artist's work is not accepted for the sale, this fee will be refunded. The artist will provide their own artwork, table (if needed), as well as any other display materials for their area. Artists (or their designated representatives) will set up all artwork prior to the beginning of either show. Assigned areas, clotheslines, and pins or clips will be available as of 10:30 am on June 20. Artists are expected to be present throughout the duration of the event. Artists are expected to provide all materials required for the creation of their artwork. Artists are expected to interact with the visiting public in a welcoming and positive manner. Artists (or their designated representatives) will be required to remove all remaining artwork and display materials at end of day, by 5 pm. Pets, smoking, or alcohol are not permitted on Museum grounds.

## Museum Responsibilities

The Whyte Museum will publicize **Art on the Line** as part of the Back to Banff Day promotions (online and in event-specific ads), as well as through Whyte Museum e-invitations, our website, and in newspaper ads. Positioning and location of clotheslines and demo work areas will be at the discretion of the Whyte Museum. For sales conducted through the Museum Shop, commission will be paid normally within 30 days of selling the piece. **The Museum retains the right of refusal for any artwork at their sole discretion.**

The Museum will provide one chair for each artist. Very limited parking is available in the staff parking lot behind the Museum. More short term parking is available along Bow View Drive, near Central Park, and in the Peyto Place parking structure at 108 Bear Street. Lunch items are available for purchase from the local IODE Chapter, who have been invited to sell hotdogs and other treats, at the front entry area of the Museum.

## Weather

Both **Art on the Line** and **Artist Demonstrations** are outdoor events, and **will run, rain or shine.** Artists are responsible for providing personal shelter or protection of their work, in the event of rain or wind.

## **Submission Specifics – Deadline is May 7, 2010**

- A brief artist's statement
- A current C.V.

Five to ten digital images of artwork on CD must be submitted along with a completed application form. All images should be clearly labeled and the required information must be provided. The CD will not be returned to the artist.

**Do not bring or send original works of art.**

### **All submissions should be forwarded to:**

Lorraine Noel-Clark, Manager of Retail Operations  
Whyte Museum of the Canadian Rockies  
111 Bear Street, Box 160  
Banff, AB T1L 1A3  
Phone: 403-762-2291 ext. 312  
Fax: 403-762-8919  
Email: [lnc@whyte.org](mailto:lnc@whyte.org)  
[www.whyte.org](http://www.whyte.org)