

Outdoor Artist Booth Information

The Art Start program helps artists to prepare for, produce, & exhibit their work in designated areas in downtown Salinas. The director is available to assist in any way she can & asks that participants keep in mind that we are volunteers - all work is unpaid. Please be respectful of our time & be prepared – last minute demands are often unattainable for us – we have regular jobs, too ;-)

1. Fill out the Artist Application and Liability Waiver and send to AUAU. Make sure you look at the map to see where the designated areas are! Blocking the sidewalk may invite a citation from the City.
2. Select a body of your work to display at the Art Walk. Keep in mind that not all of your pieces may be suitable or easy to display, consider portability and ease of display when choosing what to bring.
3. Provide a table, chair(s), canopy or tent and any display units you need to present your work to the public. Remember that it may be windy, so make sure you have adequate weights, clamps, or other methods to secure tablecloths, artworks and canopies from moving.
4. Write an artist statement and/or bio in third person style of not more than three paragraphs – print it to bring with you – people often want to know more about the artist.
5. Make a price list and/or labels for your artworks by title or type. A label format is available to help you. This is a great way to keep track of your pieces.
6. Prepare your artwork for display - remember that good labeling will help you to communicate your work to the public.
7. Provide via e-mail at least 2 hi-resolution images of your work to send out to the press and email these to the director.
8. Go online to all the local newspapers, TV stations, & Monterey Bay 365 to list your exhibit or booth on the community calendar. E-mail this info to any press contacts you may have locally.
9. Create your own or have announcement or business cards printed. Make sure you have at least 500 cards with you during the evening to hand out to the public – they may want to contact you later.
10. Plan to set up for the 1st Fridays Art Walk from 4pm-5pm. Be ready to meet the Art Walk crowd between 5pm-8pm. You can do an art demonstration – many people enjoy learning about the process of creating art – or provide an interactive art experience to the public or for children. Tear down is between 8pm-9pm.
11. Invite your friends and family to come out and see your art! List it on Facebook, Tweet about it, and send out emails.
12. Get ready to have fun at your booth or table and talk to people coming by to see your artwork. This should not be a stressful evening – you are the star and the more you smile and enjoy yourself, the more chance you will sell your work – congratulations!

Contact Trish Sullivan with questions: 831.594.1799 salinas411@yahoo.com