

1st Fridays Art Walk Artist Guide & Information

Come participate in the 1st Fridays Art Walk in Downtown Salinas! We believe that Downtown Salinas hosts one of the most successful Art Walks in California based on the artist, venue and community participation.

The 1st Fridays Art Walk is a great way to meet fellow artists, buy and appreciate their work and be part of the rapidly growing art scene in Salinas. On average 1500 to 3000 art enthusiasts attend each month to see the many artists exhibiting and performing at the Art Walk.

The 1st Fridays Art Walk is a free event produced by Artistas Unidos - Artists United (AUAU) bringing individuals to the historical and cultural center of the city to showcase Salinas' deep and energetic pool of creative talent. Open to visual, performing & literary artists, Art Walk is a free monthly event on the 1st Friday of every month from 5pm-8pm, rain or shine. The 50+ Art Walk venues stretch across a 6 block area of Downtown Salinas' core and include National Steinbeck Center, Steinbeck House, stores, restaurants, bars, museums, galleries, and lobbies of office and apartment buildings.

WHO CAN EXHIBIT AT THE ART WALK

AUAU only organizes artists wishing to exhibit in Art Walk Venues or in designated sidewalk areas and all artists are required to register through AUAU. (If artists work directly with a venue, the artist does not need to register with AUAU. Each independent venue determines who exhibits on their property. AUAU does not match artists with these venues. Artists need to contact these venues directly.)

- Only artists displaying their own original work are eligible to participate.
- Please note that this is an art event, with the only commercial focus being the sale of the work of the artists. Kits, imports, mass produced items, t-shirts, books, soaps, oils, posters, antiques and other extraneous items are not allowed and may not be part of the artist's exhibit of approved art.
- Art Walk is a family-friendly event. Art containing explicit language, violence, or anything else questionable for small children belongs inside an appropriate venue.
- Entities interested in product promotion, sales and solicitation fall into a sponsorship category and should email their request to director@artistasunidos.org.

EXHIBITING AT THE ART WALK

• To exhibit in a venue, all artists are required to register with Artistas Unidos - Artists United and sign a waiver three weeks prior to the event. Each artist is responsible for signing the waiver once per calendar year. However, artists must register each month with AUAU by sending an email to director@artistasunidos.org to request your name be added to the permit with the City of Salinas. Anyone not registered with AUAU will be out of compliance with permitting and liability requirements. AUAU streamlines process for artists, pays the associated fees and collectively submits the paperwork for artists exhibiting in Art Walk venues or on the designated sidewalk areas. Venue exhibits are for a period of 6-8 weeks. **Art may be required to stay at the venue for up to 10 (ten) days following the end date of the exhibit.**

- Please fill out the attached waiver and mail, e-mail a scanned copy or deliver it back to AUAU no later than **three weeks** prior to the event. If the waiver is received after the deadline, you will be submitted to participate the following month.

Artistas Unidos - Artists United
222 Main Street
Salinas, CA 93901

- There is no fee for artists to exhibit at the Art Walk.
- Outdoor exhibit space in downtown Salinas is on a 1st come, 1st served basis. Reserved areas are for sponsors and/or musicians.
- Outdoor Artists are not permitted to set up until 4:00 p.m. and must vacate the streets by 9 p.m.
- Parking time limits on downtown streets are strictly enforced every day. A central location to park free is at the train station on the corner of Market & Salinas Streets. The Monterey Street

parking garage between Main, Market and Monterey streets near the National Steinbeck Center parks for fifty cents an hour, max of \$3 per day. Do not park on the street or in the back lots – these areas are for attendees – your potential customers – taking these spaces is strictly forbidden.

- All musicians and performance artists must be booked in advance to perform at the Art Walk. Only one musical act is permitted at each venue, and street performance space is limited. Please contact AUAU for more information and availability.
- Please make sure you clearly mark your pieces and have cards with your contact information so prospective collectors can contact you.
- Musical acts should bring business cards, and may have CDs for sale and/or a tip jar.

2014-15 Artist Application & Waiver To Exhibit at 1st Fridays Art Walk

Please fill out completely and send or deliver to:
Artistas Unidos - Artists United
222 Main Street
Salinas, CA 93901

ARTIST INFO

Artist Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Email Address: _____

Contact Phone: _____

General description of work and mediums used:

LIABILITY WAIVER

I/we hereby make application to become an exhibitor in the 1st Fridays Art Walk for the year of 2014-15. I/we release(s), forever discharge(s), and hold harmless the City of Salinas, Artistas Unidos - Artists United and _____ of and from all manner of actions, suits, damages, claims, and demands whatsoever in law or in equity from any loss or damage to property of the undersigned while in possession or under the supervision of the 1st Fridays Art Walk, participating venues, their agents, representatives or employees.

Signature

Date

RULES & REGULATIONS FOR ARTISTS

Only artists displaying their own original work are eligible to participate in the 1st Fridays Art Walk. Please note that this is an art event, with the only commercial focus being the sale of the work of the artists. Kits, imports, mass produced items, t-shirts, books, soaps, oils, posters, antiques and other extraneous items are not allowed and may not be part of the artist's exhibit of approved art. Art Walk is a family-friendly event. Art containing explicit language, violence, or anything else questionable for small children belongs inside an appropriate venue.

All decisions are made at the discretion of Artistas Unidos - Artists United.

Signature

Date