

# 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, via email or a hard copy before checking-in to Art Walk.

Email: [moradawayrio@gmail.com](mailto:moradawayrio@gmail.com)

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

## ART WALK BULLET POINTS

Artist should submit a portfolio of no less than five (5) images. Social media accounts should be submitted IN ADDITION to this portfolio.

Artists are to arrive on the day of the event NO EARLIER than 3pm and will subsequently be shown to their assigned spot.

Artists will park their car, unload all tents/items/etc at their assigned spot, park their vehicle in designated Art Walk parking, and then return to set up their spot. Vehicles should NOT block Morada Way and the egress of other vehicles.

Artists must supply their own tables, tents, and extension cords.

The participation fee is \$50 per artist/spot. Payment is accepted via cash or check on the day of the event.

Artists are NOT guaranteed the same space each art walk NOR are they guaranteed participation in every event.

Artists MUST email Rio at least one full week in advance of the event to be considered for a spot, otherwise participation and physical space will be unavailable.

**Those who will not, or cannot, comply with these procedures will not be allowed to participate in future Art Walks.**

*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. Returning artists are NOT guaranteed a spot at every art walk and will provide a portfolio upon request.

### 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 at [moradawayrio@gmail.com](mailto:moradawayrio@gmail.com) before the application will be considered.

**Artistic Excellence** – The art walk is a carefully curated and juried monthly event. Each applicant is required to submit at least five (5) high-quality images of the work they will display. It is expected that the portfolio submitted and work displayed will be in the same vein and of the same quality; if not, artists will be asked to leave. 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.

**The Morada Way Art Walk is primarily focused on fine art media, including sculpture, ceramics, installations, painting (both acrylic and oil), printmaking, and photography.**

**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 FINE 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 they have not exhibited at art walk in several months OR their body of work has changed/expanded. **Compliance will be determined by the Artist Selection Committee.**

**Returning artists are NOT guaranteed a space in every Art Walk.** MWACD is dedicated to maintaining the vibrancy and inspirational nature of this event, which necessitates artist variety.

**Artists are NOT guaranteed the same space every month. Non-compliance with the assigned spot will result in the artist not being invited back.**

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 \$50 a month. Fees can be paid by check or cash on the night of the event. Checks should be made out to Morada Way Arts and Cultural District.

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. 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.

Artists should NOT arrive any earlier than 3pm on the day of the event and MUST be completely set-up by 6pm.

**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.

