



**ART WANDER**  
Edge of the Big Woods

**2018**

Dear Fellow Artist,

Welcome back to the seventh annual Edge of the Big Woods Art Wander of Carver County. We are very excited for you to join us again for this year's event. The Art Wander has grown into an annual event that our patrons are highly anticipating. This year's dates are Friday, September 21st, from 1pm-6pm, Saturday, September 22nd, 9am-6pm, and Sunday, September 23rd, 11am-4pm.

The Art Wander is an event designed to build awareness of artists and their art in Carver County, form relationships with the community as well as provide an inspiring and exciting experience to everyone. The heart of the Wander is the visit to the artist studio. Artists are strongly encouraged to demonstrate their art and share the process they use to create an inspiring experience for the "Wanderers".

As returning artists, you realize what it takes to put on this event. This is an artist run event and we need you to participate in some way to assist in putting on this event. Your involvement can include helping on a committee (marketing, promotion, and fundraising), attending meetings, and other tasks. Please let us know how we can best use your talents. We will also need you to help in passing out our promotional material, either by social media, mailing materials to your patrons, and by distributing information at art fairs or events in which you participate.

Studio hosts may choose to have additional artists at their site if they are able to accommodate them. Location and a mix of media at each site will determine the number of guest artists per studio. Please be aware that all applicants must be accepted into the Art Wander before we can consider placement. We are proud of what we have become and look to maintain the quality of work being shown.

Again, we plan to implement the high school artist mentorship program; The "Wander and Win" incentive card and our promotional items - post-cards, brochures, website (including a page about each artist), t-shirts, advertising and Facebook page. We are also looking at other avenues for promoting our event.

Thank you for your interest in joining us again.

**Important Dates:**

**Monthly meetings** – Attend monthly planning meetings (TBD)

**February/March** – Application open

**April 1st** – Deadline to submit application and \$150 participation fee

**TBD** – New artist orientation (REQUIRED)

**May 11th** – Sponsorship deadline

**TBD** – Meet and Greet meeting (pick up promotional items)

**Sept. 1st** – Wander and Win donations due to Mocha Monkey

**Sept. 21st ,22nd , 23rd** - ART WANDER weekend!

**TBD** – Wrap up meeting (Wander and Win Drawing)

Questions about the application process will be handled by:

Peter Potter | Participation Coordinator | peterjappotter@gmail.com | 952.567.1120

# **Edge of the Big Woods Art Wander 2018 Guidelines**

## **Eligibility**

- The Art Wander is open to artists from Carver County (as a studio location or guest artist) and open to artists outside of Carver County as guest artists showing original works of art which are a unique creation of the artist.
- Artists may only exhibit work in the category in which they are accepted and art must be the host artist or guest artist's own work, no other art should be sold. Only artists that have been accepted into the Art Wander can exhibit at the studio sites.
- Reproductions may only be accepted by those in the painting, photography, printing and drawing categories. All prints must be signed.
- The Art Wander committee jury reserves the right to reject applications. Past acceptance does not guarantee future acceptance.

## **Artist Responsibilities**

- Artist is encouraged and expected to share in the organizing and implementing of a successful Art Wander 2018.
- Artist must submit requested materials for the Art Wander map/brochure by April 1, 2018.
- Artist is responsible for picking up all necessary materials for the Art Wander.
- Artist is expected to attend a Meet & Greet held prior to the Art Wander.
- Artist must participate in distribution of marketing material i.e. brochures, posters.

## **Studio Site Criteria & Requirements**

- If at a retail/commercial site, studio must be a permanent, working studio on premises year round.
- Working studios must be as neat and clean as possible.
- All artists are encouraged to demonstrate their process and work. This aspect of the Art Wander is a key factor in distinguishing our event from similar art events.
- The number of guest artists per studio will be determined by location and a mix of mediums at each site as determined by the participation committee.
- Each working studio is encouraged to mentor a guest student artist from the Art Wander Student Mentorship Program.
- Studio sites are to do their best in accommodating guest artist needs.