



City of White Rock Art Walk Program - 2022 Guidelines

Contents

Introduction	2
Hours of Operation	2
Parking	2
Artist Locations and Dimensions of Display	2
Permitted Use of the Location and Display Guidelines	2
Code of Conduct.....	3
Promotion and Licensing.....	3
Vending Process.....	3
Photo Release	3
Health and Safety.....	3
Acceptance of the Art Walk Guidelines	3

Introduction

Welcome to the Artist Walk Program for 2022. Please read these guidelines carefully. By paying your license, you agree to follow these Artist Walk Guidelines. Please note that agents or representatives may not sign up or attend on behalf of an artist. As the intent is to exhibit and demonstrate the process of producing art, artists are encouraged to do some on-site painting or drawing. The City reserves the right to modify or cancel the program at any time.

Hours of Operation

Park hours are enforced. The setting-up of equipment signifies that the artist is present. Easels may not be set-up in the early morning to save a place. Equipment left unattended for a period of more than 30 minutes at any one time is in violation and subject to removal. Areas may be subject to maintenance closures and therefore artists need to observe maintenance postings on-site.

Parking

Parking fees are not included in the price of the license and pay parking rules are enforced.

Artist Locations and Dimensions of Display

Only the grass strip between the museum plaza and the Oxford Comfort Station will hold Art Walk locations.

Artists must set their tents up against the back fence leaving as much room as possible between their tent and the walkway.

Storage of items is to be minimal.

Each artist easel display/work area will not exceed 120 sq. feet (approx. 10' x 6' area) with a reasonable amount of room between vendors for patrons to walk around.

Canopies (maximum 10'x10') permitted only on the grass area.

Permitted Use of the Location and Display Guidelines

No animals, picnic barbecues, tarps and tents or amplified sound permitted on site.

The Art Walk will be limited or closed for City events. In this event, Artists will receive an email in advance. Annual special event dates affecting the Art Walk include July 1, and the August long weekend.

All work must be the work of the permitted artist.

The media are limited to watercolour, oil, acrylic, pastel, charcoal, pencil, ink, photographic, sculpture, and artist's own prints and cards. Spray paint, newsprint, crafts are not permitted.

All work is to be displayed on standard art easels or approved display stands and the top of paintings may not exceed 1.5m (5 ft) in height.

Policies Specific to Portrait Artists: Portrait artists may have a maximum of five (5) easels to display samples of work. Black and white samples are to be completed in 45 minutes; colour in 90 minutes.

One (1) display sample may feature a famous model done from a photograph, (i.e. either a sample or a work in progress). Work in progress on easel must change at least weekly. Samples may be changed at any time. All samples must accurately reflect the work the artist can do on-site and the quality of work sold on-site must be equivalent to samples displayed. Use of newsprint is not permitted for portraits. All portraits on paper (except vellum) must be sprayed with fixative. Artists will guarantee the public the right to refuse a portrait or to have a refund within the day of purchase.

Code of Conduct

Any of the following Code of Conduct infractions will result in immediate suspension or registration restriction:

Physical or verbal abuse to anyone in the City of White Rock, including fellow artists, City employees, and/or visitors to the promenade area.

Any inappropriate or dangerous behavior including but not limited to swearing, yelling, intoxication, intimidation, belligerence, harassment, manipulation, etc. Art Walk participants may receive permanent suspension of participation privileges if they show continued disrespect for the program.

Promotion and Licensing

An artist working and exhibiting his/her paintings at Artists Walk must have their permit with them and display it at all times. Artists may also display a card (maximum 5" x 7") indicating name, address and phone if they so choose.

Vending Process

The Artist retains the full sales of their artwork sold during the Art Walk program.

- Your photo card /registration must be always with you.
- Set up permitted dawn to dusk, 7 days per week.
- Locations are not assigned and are available on a first come/first serve daily basis

Photo Release

Unless opting out, artists give consent to the City of White Rock to use my image for the promotion of the City, its services, and facilities

All participants must follow all City of White Rock rules, conditions, and requirements, written, signed or verbal, designed to ensure the safety of rental participants, members of the public and City staff.

Health and Safety

It is the performer's responsibility to comply with all rules and regulations from the Provincial Health Officer, Fraser Health Authority, WorkSafeBC and any other applicable authority or law designed to reduce the potential of contracting or transmitting communicable diseases.

Further, it is the performer's responsibility to meet changing or new regulations as the regulations are subject to change from the date of the permit being issued to the time of performance.

Acceptance of the Art Walk Guidelines

My registration in the program constitutes my acceptance of the conditions in the Art Walk Guidelines and will attend according to the policies and procedures contained herein.