



ART ON the FARM

Important Information for Artists

Art on the Farm: Saturday, August 18th, 2012

Description:

Art on the Farm is a free, community art event in Chilliwack. In its 8th year, this funky, family oriented event takes place on a hobby farm in the beautiful Columbia Valley (just past Cultus Lake). All items sold are made by hand.

Artists are positioned to sell their craft in the apple orchard, through the hazelnut grove, and around the farm. Art featured at Art on the Farm is typically pottery, glass beads, hand made children's clothes, quilts, knitting, pastels, paintings, jewellery, papier mache, tree branch chandeliers, woodworking, hand made soap, and more!

In addition to art, music and performance arts are showcased as well. Food will abound with u-pick blackberries, home made pies, yummy salsas, jams and chutneys.

All visitors to the farm are handed a map of the farm that lists each artist's location and the event schedule for the day. On this map we list all artists' names and contact information, including website.

Please visit the website for directions and images of the show: www.artonthefarm.ca

Now for the housekeeping details:

1. Fees:
Before April 30th, \$35
May 1st and after, \$50
2. Standard booth space is 10 X 10 but larger areas are available for an extra fee.
3. All art is juried before being accepted into the event. If you would like to apply to be juried, please email pictures of your artwork and a completed application form to info@artonthefarm.ca. The jurying process takes 2-3 weeks to complete and art is accepted based on quality and variety needed for the event.
4. If your art is selected for the event, please mail payment to: *(Please make cheques payable to Art on the Farm:*
Art on the Farm
1423 King Albert Ave.,
Coquitlam, BC V3J 1Y3
5. Refund Policy: There are no refunds for the event. If you have already paid and are unable to attend the event then you may enter the event for free the next year.
6. For the event, artists must provide for themselves:

- Table and/or all display materials
 - Chairs
 - Sun/rain cover (the event is rain or shine!)
 - Sunscreen, hat, water and other food of personal preference. There are concessions but limited food.
 - Transportation (check out the route on our website – allow TWO HOURS from Vancouver area).
 - Money processing capabilities (there is no ATM on the farm or within 10km, be prepared to accept cash or cheque).
 - Optional:
 - Helper – if you want to take breaks from your table.
7. We encourage artists to practice setting up their display before the day. Get feedback from friends! Ask them if they would be drawn to your table. The biggest reason why artists do not sell many items is the attractiveness and visual appeal of their display and their sales approachability. Over the years we have found that a few things are key to drawing visitors to a table:
- a. Colourful and large items, visible from a distance.
 - b. Signs that explain what is available, so that people can read it from a distance. If you are busy with another customer you still want people to know what your products are even if you aren't able to talk to them directly.
 - c. The location of the sales person – don't hover right next to the shopper, stand back but be friendly and approachable. Have tasters, hands on activities, and a range of prices.
 - d. Place your table near the front of your tent so that the shopper does not have to walk into a tunnel of tenting to find you.
 - e. Hang items higher so you can create a large visual presence.
 - f. Demos are a great way to bring people to your product. It is non-threatening for customers to approach when you are working on your art. Some artists charge \$5-\$10 for someone to make a small project at their table. People love that and then they may buy something else having met you, and worked with you on a project.
8. Please do not bring dogs to the event. The food vendors cannot have dogs nearby, and we want to avoid any canine confrontations with visiting dogs.
9. Raffle Gift Basket item: Artists are asked to donate an item to the Art On the Farm Raffle Gift Basket at the event. The gift basket raffle has been very popular from year to year and is a way we can cover promotion and insurance costs for the event, keep vendor costs down, and keep admittance free to the public. Raffle item(s) will be collected at the event before 10:00am. Most artists appreciate the secondary advertising. Please confirm by August 11 what you can donate so we include your name in signage for the Raffle.

Set up and take down:

The event runs 10:00-4:00. Artists are not allowed to take down their booth until after 4:00pm. We always have customers that arrive at the very end of the day.

- We recommend viewing the pictures on the website to see what the farm looks like.
- It is strongly recommended to set up the day before if at all possible. There is no security the night before the event therefore you may choose to only set up your table, chairs and display rack. The farm gets a significant amount of dew at night, therefore bring blankets or tarps to cover your display overnight. Set up time on Friday, August 17 is between 12:00pm and 6:00pm. Please email us to confirm if you plan to set up the day ahead.
- You will be displaying your art outside throughout the apple orchard & hazelnut grove. Please note, the ground is uneven and you will be displaying in grassy, lumpy ground.
- On the day of the event, you will NOT be able to drive up to your display area to unload your vehicle. Unloading of vehicles is approximately 50 to 100 feet away for your display area. Please bring trolleys to assist with

transporting your supplies from your vehicles. If you set up on Friday (day before), you may be able to drive to your site but there is no guarantee. Bring a cloth or tarp to cover your display for the night.

- There is only one access point in and out of the artists' area so congestion is common. Please be patient.
- We require you to be set up by 9:00am (1 hour before opening) as many visitors often come early.
- Camping is available upon request. Just email info@artonthefarm.ca for more info.

Cell Phones:

There is no cell phone reception at the farm. Some people can get cell reception by wandering the farm aimlessly BUT that is rare so don't count on having reception at the farm.

Smoking:

There is no smoking at the farm due to the danger of fire.

Food:

We will have food vendors on site: hot dog stand, coffee/tea, muffins, pies.... if any of you know any food vendors that want to sell at the event please have them contact Art on the Farm at info@artonthefarm.ca.

Entertainment:

We have live theatre courtesy of the Chilliwack School of Performing Arts. Music is provided as well.

Demos:

Demos are strongly encouraged. Demos engage the visitors and give a point of discussion. In the past, we've had glass beading demos, tie dye workshops, lavender extraction, spinning, and blacksmith demos. All have been popular.

Kids' Activities:

Story time, face painting and more!

Artist Application to Art on the Farm:

If you have not been juried, email the application form and 3-6 pictures of your art to info@artonthefarm.ca.

If you have been juried, please email your completed form to info@artonthefarm.ca and mail your cheque (payable to Art on the Farm) to:

1423 King Albert Ave.,
Coquitlam, BC V3J 1Y3

www.artonthefarm.ca

Tel: 250-542-4461 (Minda, coordinator) or 778-829-8425 (Alison, coordinator)

Application Form

(please print or type in the form)

FIRST & LAST NAME		TEL
MAILING ADDRESS		CEL
CITY		EMAIL
PROV.	POSTAL CODE	WEBSITE

PERSONAL BIO: (ONE PARAGRAPH ABOUT YOU AND YOUR ART – TO BE POSTED ON WEBSITE)

ART CATEGORIES: Please mark all categories your art can be described as.

<input type="checkbox"/> Textiles	<input type="checkbox"/> Books	<input type="checkbox"/> Furniture	<input type="checkbox"/> POTTERY
<input type="checkbox"/> Jewellery	<input type="checkbox"/> Painting	<input type="checkbox"/> METAL	<input type="checkbox"/> PHOTOGRAPHY
<input type="checkbox"/> Clothing	<input type="checkbox"/> Sculpture	<input type="checkbox"/> GLASS	<input type="checkbox"/> WOOD

ART/CRAFT DESCRIPTION

DESCRIPTION:

WHERE ELSE HAVE YOUR SHOWN YOUR ART?

ARE YOU INTENDING TO DEMO YOUR ART AT THE EVENT?: YES NO

STANDARD SITES ARE 10X10. SITE HEIGHTS VARY DUE TO TREE COVER. PLEASE TICK THE SIZE OF SITE YOU WANT AND SPECIFY THE HEIGHT OF YOUR RAIN/SUN COVER. IF YOU DO NOT PLAN TO BRING YOUR OWN COVER WRITE 'NO COVER' IN THE SPACE.

- 10X10 and height of cover: _____
- 10X20 (extra \$10) and height of cover: _____
- 20X20 (extra \$20) and height of cover: _____

PLEASE LIST ANY OTHER SITE REQUESTS THAT YOU HAVE (E.G. NEXT TO A FRIEND, SAME SPOT AS LAST YEAR, IN THE ORCHARD, ETC.)

NOTE: WE CANNOT PROMISE TO FULFILL ALL REQUESTS BUT WE WILL TRY OUR BEST.

WHERE DID YOU HEAR ABOUT ART ON THE FARM?

FRIEND / FAMILY COLLEAGUE WEBSITE OTHER:

COMMENTS: