

# ArtReach Downtown Pop-Up Shop

*a holiday gift gallery*

**ArtReach St. Croix is looking for artists to be part of the 2017 Downtown Pop-up Shop, a seasonal showcase for art created in the St. Croix Valley.**

The ArtReach Downtown Pop-up Shop is a holiday gift gallery with high quality, well-crafted pieces with price points ranging from impulse buy to signature showpieces.

We are looking for pottery, contemporary jewelry, fiber arts, woodworking, printmaking, paintings, glass art, sculpture, music and literary art. In an effort to create the most beautiful and cohesive pop-up gallery, we may limit the number of artists in a particular medium.

Consideration for participation in the 2017 ArtReach Downtown Pop-up Shop is limited to artist members of ArtReach St. Croix.\* We rely on our participating artists to contribute their best work. ArtReach Downtown is a high visibility effort at a busy time of year.

Please consider volunteering to work two or more shifts during the run of the pop-up shop. Collectively, we will tap into all of our networks to spread the word about the unique holiday shopping opportunity. We need everyone to chip in.

The commission rate for ArtReach Downtown is tiered depending on if an artist works two or four shifts at the downtown location.

#### Commission Rates:

Participating Artists	40%
Gallery Volunteers with at least 2 shifts	35%
Gallery Volunteers with at least 4 shifts	30%

If you are interested in participating in this holiday event, please return the attached contract, four representative images of your work and artist statement (225 words maximum) to ArtReach St. Croix by **November 8, 2017** via mail or email.

Please be prepared to bring approximately 50 business cards with your artwork on the drop-off date.

*\* Membership starts at \$40. If you would like to become a member, please complete the Membership Form and return it with your Intent to Participate Contract. If you have any questions or would like to check on your membership status, please call Syndie at 651-439-1465.*



# Artist Intent to Participate

## ArtReach Downtown Pop-up Shop: a holiday gift gallery

Tentative Dates: November 22 – December 28, 2017

Name: \_\_\_\_\_

- I am a current member
- I am a renewing member (please contact ArtReach to pay)
- I am a new member (please attach completed membership form)

Brief description of artwork: \_\_\_\_\_

Price Range: \_\_\_\_\_

Please include an artist statement (*225 words maximum*) and 4 representative images for ArtReach Downtown committee review. Images can be emailed in JPEG format to [syndie@artreachstcroix.org](mailto:syndie@artreachstcroix.org).

Are you able to work gallery shifts during the Holiday Gift Gallery? \_\_\_Yes \_\_\_No

How many shifts would you like to work? \_\_\_2 \_\_\_4

Please indicate what days of the week you would be available to work:

\_\_\_ Sunday                                      \_\_\_ Tuesday                                      \_\_\_ Wednesday  
 \_\_\_ Thursday                                      \_\_\_ Friday                                      \_\_\_ Saturday

Please indicate what shift(s) you would be able to work:

\_\_\_ Early Shift                                      \_\_\_ Mid-day Shift                                      \_\_\_ Evening Shift  
 (normally 10am-2pm)                                      (normally 12-4pm)                                      (normally 3-7pm)

I am interested in providing a live demo of my work for a special event (2 hour shift):

\_\_\_ December 8                                      \_\_\_ December 16                                      \_\_\_ December 17  
 Festive Friday Art Crawl                                      Holiday Strolling Market                                      Holiday Strolling Market

### Tentative dates:

**Drop off: Friday, November 17 (10am-4pm) and Saturday, November 20 (9am-1pm)**

**Volunteer Training: Tuesday, November 21 (3-4pm)**

**Preview Night & Artist Reception: Tuesday, November 21 (4-6pm)**

**Tentative pick up dates: Thursday, December 28 (2-7pm) and Friday, December 29 (9am-3pm)**

Dates and hours of operation will be confirmed once the location of the pop-up shop is determined.

May we use your images in our advertising? \_\_\_Yes \_\_\_No

*I release ArtReach St. Croix, all employees and volunteers from any liability or responsibility for damage, loss, or theft of my artwork. Commission Rates: 40% for participating artists; commission rates can be reduced through volunteering during the Holiday Gift Gallery.*

Artist Signature \_\_\_\_\_ Date: \_\_\_\_\_  
(required for participation)