

***For immediate release (Feb. 14):***

## **Art Walk 2018**

This is an open call for artists, filmmakers, performers, curators and galleries to submit exhibition, installation and performance proposals for consideration to be included in the Paterson Arts Council's 2018 Art Walk in Paterson, NJ during the weekend of June 8-10. Many thousands of visitors will attend this tremendous event. Tens of thousands of square feet of space will be available for exhibition.

This year we will be exhibiting art in six distinct and exciting ways. The first is through film/photo presentations and projection installations. Second is installation art and we will be accepting proposals from artists who want to create site-specific pieces. Third is through an art fair model of partitioning several larger, raw industrial spaces into booths that will be given to established galleries/arts organizations for them to fill with representations. Forth is a non-specific call to independent artists and curators that will form group shows within designated spaces. Fifth is a call for performance art and live music to be showcased on multiple indoor and outdoor stages. Finally, Art Factory members will be opening their studios.

On the following pages are participation guidelines geared toward how to apply for inclusion in this year's Art Walk (i.e. as a filmmaker or photographer, an installation artist, a gallery, a curator, an artist or a performer). Please, when contacting us with proposals, in the RE: line of your email, type "artwalk – film/photo/projection" or "artwalk – installation artist" or "artwalk – gallery" or "artwalk – curator" or "artwalk – artist" or "artwalk – performer". That will make sure your email gets into the right hands. Also, try to contact us and meet deadlines earlier, rather than later, because there is a lot to coordinate with this event and we will be reviewing applications and dedicating space and times quickly while developing our wayfinding app.

Your email tailored as described above will serve as your application for inclusion. The Paterson Arts Council (PAC) will be the sole determinant of which individuals and groups will be accepted to exhibit and perform during this event, and in what location. There is no fee for those who are accepted to participate as Art Factory Studios is covering the costs, but all participants must provide their own materials, staging equipment and manpower for setup, manning and monitoring of your work, and wrap-up.

Art Factory Studios will be hosting a free VIP gala and banquet on the evening of Thursday, June 7 for participating artists and invited guests.

We sincerely hope that you will be able to join us as a participant, sponsor or just as a guest for the annual Art Walk in Paterson, NJ.

**June 8-10**

Any questions/comments should be directed to [\*\*patersonartwalk@gmail.com\*\*](mailto:patersonartwalk@gmail.com)

## Installation artists

Across the spectrum of exhibition areas at the Art Walk lie dozens of unique spaces, big and small, indoor and outdoor, that have been designated art installation locations. We invite artists to imagine how they might interact with the brick, stone, timber, steel and concrete geometries of our 19<sup>th</sup> century factories juxtaposed within the environs of our great National Park and urban settings. Here is the application process: Contact us [patersonartwalk@gmail.com](mailto:patersonartwalk@gmail.com) with 2-4 examples of previous installations that you have done (under 20mb. total of jpg. files) and a brief CV. Remember, in the RE: line of your email, type "artwalk – installation artist". We will then contact you to arrange a date to tour potential installation sites. Put together a quick proposal illustrating your idea (with location, materials, scope, etc.) and submit via email for review by PAC. Locations are limited, with some being very sought after, so you may want to propose multiple locations. If accepted, the artist will be allowed access to the location several weeks prior to the Art Walk. The artist will be responsible for all aspects of the setup and breakdown of the installation, including lighting. PAC cannot provide liability, material support or insurance for artist's installation.

Important dates: Initial email contact – schedule a tour

Proposals due by March 15 Installation must be complete by June 7



## Filmmakers

Art Factory Studios has been garnered a reputation as “Hollywood East” as it has become a major shooting location for films, music videos, television shows, commercials and advertisements. The picturesque interior and exterior locations found in the Art Factory’s 19<sup>th</sup> century textile mill complex have drawn major talent over the past 5 years. We will have at least one screening room set up during the ArtWalk to showcase many of these creative outputs as well as films shot by local talent such as “Silk City Artists and Musicians” by Vince Parrillo (official selection of the Garden State Film Festival) and others.

If you are a **Filmmaker** looking to screen your video product during the Art Walk, please send us an email ([patersonartwalk@gmail.com](mailto:patersonartwalk@gmail.com)) with a little about yourself and a link to the project you’d like to screen by April 1. Remember, in the RE: line of your email, type “artwalk – filmmaker”. We will review submissions and inform filmmakers by April 8 if your artwork will be screened. After that we will be getting in touch with you about dropping off materials and promotional efforts.

Important dates: Proposals due by April 1  
Installation must be complete by June 7



## Galleries

Art Factory Studios is providing access to several large factory floors that we will be dividing into booths and assigning to established commercial and non-profit galleries. Besides quality of artwork, we'll be concentrating on representing the diverse art scenes within the Metropolitan area: Jersey City, Brooklyn, Newark, Manhattan, Hoboken, Montclair, Englewood, Ridgewood, Morristown, etc. The booths are defined by existing masonry walls and limited temporary partitions –not exactly the pristine white walls found in most galleries, but you can paint or bring your own partitioning or hanging systems. Because we are offering the booths free of charge, not collecting commission on sales and not charging the general public an admission, we cannot provide individual lighting, liability, insurance or assistance with installation/de-installation. The PAC will be responsible for advertising, compiling gallery names/locations, and providing way-finding.

Please contact us if you have any questions. If you'd like to participate, send us an email ([patersonartwalk@gmail.com](mailto:patersonartwalk@gmail.com)) with your gallery name, location, website and a tentative list of the artists you would be exhibiting. Remember, in the RE: line of your email, type "artwalk – gallery". We would like to hear from galleries as early as possible, but no later than April 15. If you'd like to come out to the Art Factory to look at the spaces, please indicate that. We will then review prospective galleries, assign locations within the Art Factory and send notifications by April 15. Installation will be from June 3 – June 7 from 10am – 10pm and the spaces will be locked and patrolled by our security at all other times. Install must be complete by Thursday, June 7. De-install can begin at 4pm on Sunday, June 10 or on Monday, June 11 from 10am-10pm. **Nothing can be stored at the Art Factory past June 11.** Please have a representative at your booth during Art Walk..



Examples of some of the available spaces that will be partitioned into booths.

## Independent curators and artists

If you are an **independent curator** and would like to install an entire exhibit, one that extends beyond the timeframe of the Art Walk, please follow this application process: Contact us (patersonartwalk@gmail.com) with your CV, concept of the exhibit (including the artist or artists), how long the exhibit would need to run, who would man the space and when it would be open for viewing. Remember, in the RE: line of your email, type "artwalk – independent curator". If you'd like to come out to the Art Factory to look at potential spaces, please indicate that as well and we can schedule a meeting. We will then review prospective exhibitions and locations and send notifications of acceptance by April 15. Installation and de-installation dates will be worked out after that. We cannot provide additional lighting, liability, insurance or assistance with installation/de-installation. The PAC will be responsible for advertising, compiling exhibition information, and providing way-finding. Please have a representative at your exhibition during Art Walk.

If you are an **independent artist** looking to exhibit your artwork during the Art Walk, please send us an email (patersonartwalk@gmail.com) with a little about yourself and images of the work you'd like to exhibit (under 20mb. total of jpg. files) by April 15. Remember, in the RE: line of your email, type "artwalk – independent artist". We will then review the submissions and determine if you are selected for participation, whereafter designating location. Emails will go out by May 1 that indicate if your artwork will be exhibited. If selected, another email will be sent to you by May 15 indicating where you will be installing your artwork. Installation will be from June 3 – June 7 from 10am – 10pm and the spaces will be locked and patrolled by our security at all other times. Installation (which may include providing additional lighting) must be complete by 10pm on Wednesday, June 7. De-install can begin at 6pm on Sunday, June 10 or on Monday, June 11 from 10am-10pm. **Nothing can be stored at the Art Factory past June 11.**

Important dates: Initial email contact no later than April 15  
Acceptance notification will go out by by May 1  
Email letting you know where your artwork will be displayed – May 15  
Installation must be complete by June 7  
De-install by June 11



International Gallery (between exhibitions)



Dolphin Gallery (during Industrialism exhibition)

## Musicians and performance artists

We will be setting up several indoor and outdoor stages at key locations along the Art Walk. Live entertainment has always been a highlight of this event, as it is with most art festivals. We have a finite number of time slots so getting into the line-up will be competitive. Besides being a fun, collaborative event, we offer a great venue for you to expand your brand, sell your merchandise and gain exposure to the many thousands of people that will attend this year. In the past, we've also had performance artists, aerial acts and runway shows. Let us know what your talents are and we can hopefully showcase that in some way.

Please contact us ([patersonartwalk@gmail.com](mailto:patersonartwalk@gmail.com)) no later than May 1 so we can finalize line-ups and **advertise**. Remember, in the RE: line of your email, type "artwalk – performer". If you'd like to come out to the Art Factory to look at the locations, please indicate that as well and we can schedule a meeting. The PAC will be responsible for setting up the PA systems, advertising, compiling exhibition information, printing an Art Walk map and providing way-finding. Artists will be responsible for their own gear, advertising to their fan base and adhering to the performance schedule.



Potential indoor venue