

## First Fridays Art Walk Artist Guide & Application

Come participate in the First Fridays Art Walk in Downtown Salinas! We believe that Downtown Salinas hosts one of the most successful Art Walks in California based on the artist, venue and community participation.

The First Fridays Art Walk is a great way to meet fellow artists, buy and appreciate their work and be part of the rapidly growing art scene in Salinas. We estimate that on average 1,000 art enthusiasts attend each month to see hundreds of artists exhibiting on the Art Walk.

The First Fridays Art Walk is a free event produced by Artistas Unidos - Artists United (AUAU) to bring individuals to the historical and cultural center of the city to showcase Salinas' deep and energetic pool of creative talent. Open to visual and performing artists, Art Walk is a free monthly event on the first Friday of every month from 5 - 8p.m., rain or shine. The 50+ Art Walk venues stretch across a 6 block area of Downtown Salinas' core and include National Steinbeck Center, Steinbeck House, stores, restaurants, bars, museums, galleries, and lobbies of office and apartment buildings.

### WHO CAN EXHIBIT AT THE ART WALK

**AUAU only organizes artists wishing to exhibit in Art Walk Venues and all artists are required to register through AUAU.** (If artists work directly with a venue, the artist does not need to register with AUAU. Each venue determines who exhibits on their property. AUAU does not match artists with these venues. Artists need to contact the venues directly.)

- Only artists displaying their own original work are eligible to participate.
- Please note that this is an art event, with the only commercial focus being the sale of the work of the artists. Kits, imports, mass produced items, t-shirts, books, soaps, oils, posters, antiques and other extraneous items are not allowed and may not be part of the artist's exhibit of approved art.
- Art Walk is a family-friendly event. Art containing explicit language, violence, or anything questionable for small children belongs inside an appropriate venue.
- Entities interested in product promotion, sales and solicitation fall into a sponsorship category and should email requests to [Director@artistasunidos.org](mailto:Director@artistasunidos.org)

### EXHIBITING AT THE ART WALK

- To exhibit in a venue, all artists are required to register with Artistas Unidos - Artists United and sign a waiver three weeks prior to the event. Each artist is responsible for signing the waiver once per calendar year. However, artists must register each month with AUAU by sending an email to [Director@artistasunidos.org](mailto:Director@artistasunidos.org) to request your name be added to the permit with the City of Salinas. Anyone not registered with AUAU will be out of compliance with permitting and liability requirements. AUAU streamlines process for artists, pays the associated fees and collectively submits the paperwork for artists exhibiting in Art Walk venues.
- Please fill out the attached waiver and mail or deliver it back to AUAU no later than **three weeks** prior to the event. If the waiver is received after the deadline, you will be submitted to participate the following month.

Artistas Unidos - Artists United  
4 West Gabilan Street  
Salinas, CA 93901

- There is no fee for artists to exhibit at the Art Walk.
- Exhibit space in downtown Salinas is on a first come, first served basis. Reserved areas are for sponsors and/or musicians.
- Artists are not permitted to set up until 4:00 p.m. and must vacate the streets by 9 p.m. • A central location to park free is at the train station on the corner of Market & Salinas Streets. The Monterey Street parking garage between Main, Market and Monterey streets near the National Steinbeck Center parks for fifty cents and hour. You can also visit Destination Salinas interactive parking map under the "Getting Around" tab at [www.destinationsalinas.com](http://www.destinationsalinas.com).
- All musicians must be booked in advance to perform at the Art Walk. Only one musical act is permitted at each venue. Please contact AUAU for more information & availability.
- Please make sure you clearly mark your pieces and have cards with your contact information so prospective collectors can contact you.

## 2009 Artist Application & Waiver To Exhibit at First Fridays Art Walk

Please fill out completely and send or deliver to:  
 Artistas Unidos - Artists United  
 4 West Gabilan Street  
 Salinas, CA 93901

### ARTIST INFO

Artist Name:

\_\_\_\_\_

Address:

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Email Address:

\_\_\_\_\_

Contact Phone:

\_\_\_\_\_

General description of work and mediums used:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### LIABILITY WAIVER

I/we hereby make application to become an exhibitor in the First Friday Art Walk for the year of 2009. I/we release(s), forever discharge(s), and hold harmless the City of Salinas, Artistas Unidos - Artists United, and the Olstown Salinas Association of and from all manner of actions, suits, damages, claims, and demands whatsoever in law or in equity from any loss or damage to property of the undersigned while in possession or under the supervision of the First Friday Art Walk, participating venues, their agents, representatives or employees.

\_\_\_\_\_

Signature

\_\_\_\_\_

Date

**RULES & REGULATIONS FOR ARTISTS**

Only artists displaying their own original work are eligible to participate in the First Friday Art Walk. Please note that this is an art event, with the only commercial focus being the sale of the work of the artists. Kits, imports, mass produced items, t-shirts, books, soaps, oils, posters, antiques and other extraneous items are not allowed and may not be part of the artist's exhibit of approved art. Art Walk is a family-friendly event. Art containing explicit language, violence, or anything else questionable for small children belongs inside an appropriate venue.

All decisions are made at the discretion of Artistas Unidos - Artists United.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date