



Chalk & Cheese Fest – June 22, 2019

Call for Artists

PATH invites eligible artists to apply for consideration to create temporary works of art using chalk on the sidewalks of City Park in Platteville, Wisconsin as part of Chalk & Cheese Fest, June 22, 2019.

FESTIVAL DESCRIPTION: The inaugural Chalk & Cheese Fest will include a chalk festival open to artists of all ages and abilities, local food – cheese (and more), and music. Artists will create colorful artwork on the sidewalks and streets in and around City Park. Visitors will be able to watch the art as it unfolds. All will have the opportunity to try regional cheeses and listen to live music. The event will feature 3-5 commissioned, professional chalk artists creating larger works.

LOCATION: City Park, Platteville, Wisconsin. City Park is location one block off Main Street in downtown Platteville. The one-square block park is crisscrossed with 8 sidewalks. Professional artists will work in the center circle where all sidewalks cross (drawing below) or on Bonson Street between the park and City Hall.

FESTIVAL DAY: Artists are to be on-site 8 am-6 pm on Saturday, June 22. Chalk & Cheese Fest is open to the public 8 am-8 pm. Artist check-in and workspace preparation opens at 7:30 am, Saturday, June 22nd.

ELIGIBILITY: Chalk & Cheese is open to all artists.

DEADLINE TO APPLY: All applications must be received by May 20, 2019.. Artists will be notified via email by **May 24, 2019**.

ADDITIONAL INFORMATION, INSTRUCTIONS AND RULES:

1. All artwork must be an original creation. Images may not incorporate copyrighted materials and must be appropriate for public viewing by people of all ages; so no profanity, political commentary, nudity or adult content is allowed. No words, symbols or logos intended as advertising may appear within the chalk drawing image. Inclusion of any of these items will result in immediate removal of your art.
2. Only non-toxic, environmentally safe, **non-oil-based** soft chalk/pastels and paints may be used for the street painting. Acrylic paints, spray can pastels, oil-based pastels, hard pastels, etc. are not acceptable.

3. PATH will conduct a People's Choice Award contest. Professional, commissioned artists will be judged separately from participating artists. The winners will be announced at 5 pm and will receive a gift bag of nominal value and recognition on the PATH website, social media,

Platteville PATH will provide:

- One set of Koss soft pastels
- An 8'x8' or 8'x10' square of sidewalk or street. Other dimensions available upon request and approval by PATH, but overall square footage must be at least 60 sq. ft.
- Access to an indoor area, stocked with water and light refreshments throughout the day and a complimentary box lunch.
- Significant visibility and exposure, including artist listing on PATH website and social media, festival map and more.
- A \$250.00 honorarium to cover the artists time, travel expenses and lodging. For a list of lodging options or assistance with lodging, please contact the PATH committee.

Artists are responsible for:

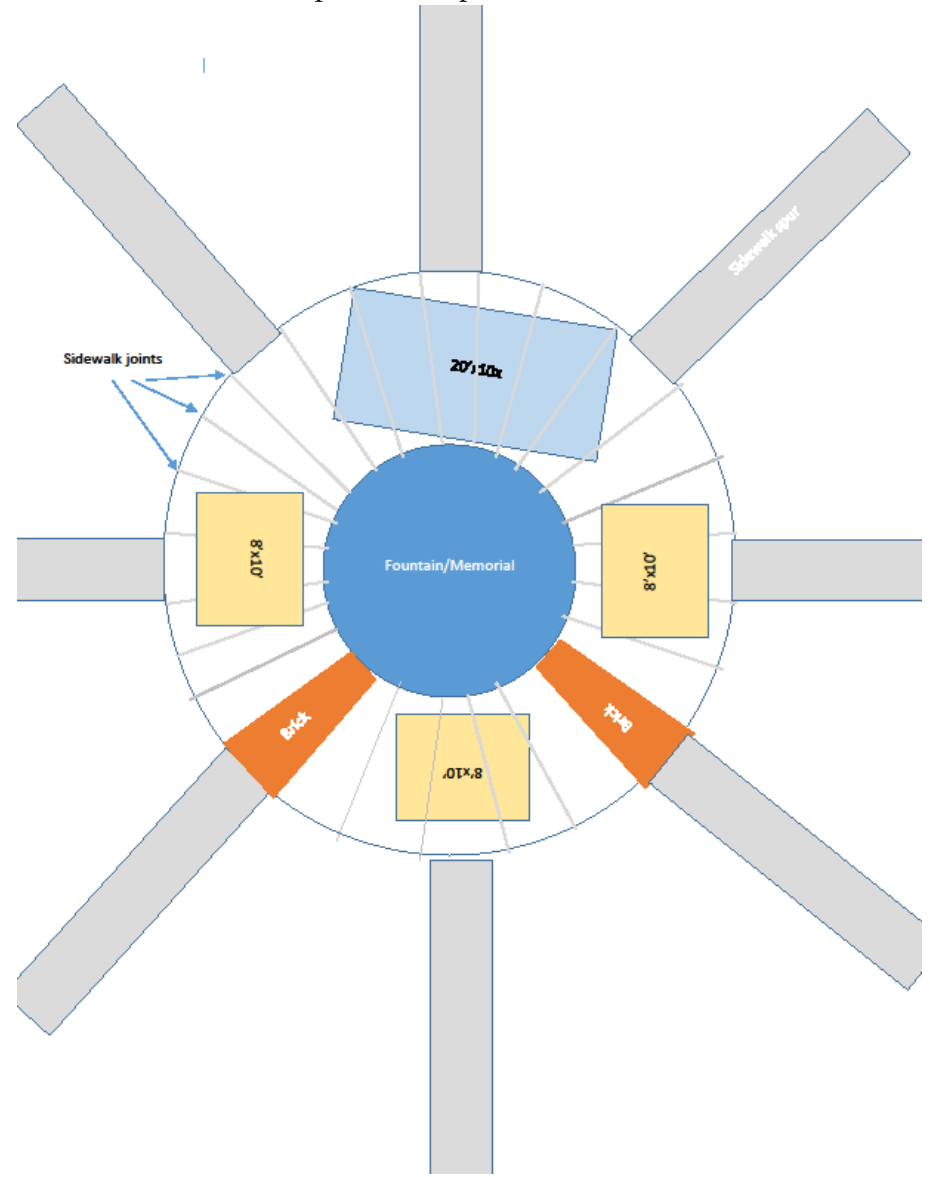
- All materials, including—but not limited to—additional chalk, gloves, paper towels, blending tools, baby wipes, etc.
- Arriving on time, completing their piece by 3 pm, and staying for the duration of the festival.

QUESTIONS: Angie Wright: office (608)-348-3301 ext. 2269, cell (608) 778-9652 or plattevillepath@gmail.com

TO APPLY: Please use the attached application form and email the completed form and attachments to plattevillepath@gmail.com



Detail of central area of park where professionals will



Professional Chalk Artist Application

Chalk & Cheese Fest, June 22, 2019 | Hours 8:00am to 8:00pm

Note: Prep work can start at 7:30 am and clean up must be complete by 8pm.

Artist's Full Name: _____

Email: _____ Phone _____

Website: _____

Address: _____ City _____ Zip _____

Desired Dimension of Chalk Block:

Must be at least 8'x8'. If you need a larger block list it now.

Dimension size requested is: _____ x _____

Is your piece Horizontal or Vertical? _____

There is a limited number of professional chalk artist positions available. Please submit:

- Three photos of pieces from past chalk art events for review.
- Resume/CV
- Sketch of proposed design (there is not a theme but design must be family-friendly)

Stipend for this event is a max of \$250 per artist. We are only selecting 3-5 artists at this time. A box lunch and snacks and water will be provided on Saturday. As sponsorship comes in we might be adding more artists.

Once your piece has been approved, your contract will be sent to you.