



Saturday & Sunday
September 30 & October 1, 2017
10:00am to 4:00pm

Registration Deadline: July 14, 2017 | Artist Fee \$40.00

Welcome to the 4th annual Art in the City event! This event is a partnership between Discover Surrey, Semiahmoo Arts, and the Arts Council of Surrey, and is intended to enhance and promote Arts and Culture within our city.

Studio & Artwork This year's tour will take place 6-7 touch down spots. This will create an opportunity for artists to come together and maximize their exposure. The tour will include artists from a variety of mediums. Artists should have a significant inventory of work to showcase, and be prepared to demonstrate their skills during the tour. Activities during the tour such as live demonstrations and mini- workshops are highly encouraged. (Demos/workshop times, topics, etc. will be highlighted in marketing material)

Marketing & Promotion Registration includes an artist listing on the Discover Surrey website, as well as a basic listing on the program brochure.

Art in the City will be promoted through various media channels by Discover Surrey, the Arts Council of Surrey and Semiahmoo Arts. This will include:

- dedicated website
- promotion through social media, blogs, newsletters and other online media outlets
- listings on various art, tourism and city-wide websites
- promotion on the Arts Council Spotlight magazine
- print media campaigns such as posters and brochures (available for distribution at registrants' studios)
- promotion through local news

Enhanced marketing & promotion for an additional \$25 an artist may choose to opt into the enhanced marketing of the program. The enhanced marketing and promotion will include:

- feature blog post promoting the artist, their story and their work
- up to \$100 paid Facebook advertising for their blog post.
- Prominent placement in the informational brochure

Small Print Interested applicants must be members of the Art Council of Surrey or Semiahmoo Arts, as well as Discover Surrey partners. Discover Surrey partnerships are free. Participants not already partnered with Discover Surrey will be automatically registered with the studio tour application. Registrations will be submitted for approval by the Art in the City Organizing Committee. Please note that submitting a registration does not guarantee participation at the event and if not selected, a refund will be issued.





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Artist Application

Contact Name _____

Mailing Address _____

City _____ Postal Code _____

Artist Name (if applicable) _____

Phone _____ Alternate Phone _____

Email _____

Website _____ Facebook _____

Twitter _____ Instagram _____

Medium _____

Preferred Neighbourhood Event Location:

- | | |
|---|---------------------------------------|
| <input type="checkbox"/> Newton | <input type="checkbox"/> Cloverdale |
| <input type="checkbox"/> North Surrey | <input type="checkbox"/> South Surrey |
| <input type="checkbox"/> Guildford | <input type="checkbox"/> Fleetwood |
| <input type="checkbox"/> Other (Please Explain) _____ | |

Activities offered, including topic and times (ex. pottery demos, every hour at the hour)



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Tell us about yourself as an artist, or your art (max. 100 words, for website listing)

Images

- I have included 3 examples of original work (images, email attachments, web links)
- I have included at least one image for promotional use and for use as profile image (horizontal image preferred)
- I am a member of the Arts Council of Surrey or,
- I am a member of the Semiahmoo Arts Council

Entry Fee: \$ _____

Enhanced Marketing Fee: \$ _____

Total Fee: \$ _____



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Thank you for your registration. This agreement outlines the guidelines for participating artists and is designed to ensure that all parties have the best possible experience. Please review the following guidelines carefully, sign, and include it with the Art in the City registration.

- Art in the City 2017 its committee, and volunteers are not responsible or liable for any theft, damage or harm incurred during the studio tour. Insurance is the responsibility of the participating artist(s)
- All work presented is original and created by the artist(s)
- Participants must be available for the full duration of the event: Saturday, September 30 and Sunday, October 1, 2017 from 10:00am to 4:00pm
- Participants are or are willing to be partners of Discover Surrey (partnership registration is automatically included with artist application)
- Participants are members of the Arts Council of Surrey or Semiahmoo Arts (membership form attached)
- Artworks may be used in promotional material for the studio tour

I agree to the above stated terms and conditions of this event and agree to abide by them:

Signature: _____

Date: _____

Completed registrations with entry fee can be delivered or emailed to the following:

Arts Council of Surrey
13530 72 Avenue
Surrey, BC V3W2P1
604-594-2700
info@artscouncilofsurrey.ca

Semiahmoo Arts
14601 20 Avenue
Surrey, BC V4A 9P
604-536-8333
info@semiahmooarts.com