



The Pemberton Arts Council Presents the 2nd Annual

ArtHOP 2021 July 1st to September 12th, 2021

Exhibition Information + Artist/Business Application

EXHIBITION TYPE: Community Based, Multiple Artists, Juried

WHO CAN PARTICIPATE? Are you a local business looking to support local artists and brighten your storefront window? Are you a local artist looking for another avenue to show and promote your artwork? Do you want to help engage your local community with art? If you said yes to any of these questions, the 2nd Annual ArtHOP might just be the event for you!

EXHIBITION CONCEPT: The Pemberton ArtHOP was born out of a desire to promote our local artists and brighten up the streets of Pemberton in a COVID-friendly format. In its first year, with the pandemic in full swing, the event saw works of art adorning street-side windows of businesses all around town. In the spirit of continuing the wonderful relationships that were made between local businesses (and their wonderfully positioned storefronts!) and local visual artists, The Pemberton Arts Council is once again supporting the collaboration between local artists and businesses to display artwork for public enjoyment.

EXHIBITION DATES:

July 1st to September 12th, 2021

ARTWORK SUBMISSION DEADLINE: Artist applications are due June 1st, 2021. All artwork must be ready to hang/display by June 23rd, 2021.

COMPENSATION: ArtHOP is a non-consignment/non-commission event, and while we are unable to provide artist honorariums this year, artists may choose to sell their work during ArtHOP. However, it is the responsibility of the artist to organize and facilitate such a venture. Furthermore, if an artwork sells while it is on display during ArtHOP, a commission is not mandatorily due to the local business providing the space to show the work. In addition, it is hoped businesses will enjoy the extra "safely-distanced" foot-traffic of local patrons and tourists, as well as the brightened spaces of original artworks in their windows.

JOIN ArtHOP 2021!

CALL TO LOCAL ARTISTS

Visual artists of all media (2D and 3D) are welcome to apply to this year's Pemberton ArtHOP. Please fill out the online [Artist Application Form](#) and submit it by June 1st.

Technical Criteria

ARTISTS

- 2D or 3D work is acceptable
- Must submit application and indicate intended work(s) for the exhibition by June 1st
- Must include an Artist Bio
- Artists agree to hang their own artwork between June 23rd – June 30th
- Artists agree to communicate and collaborate with the business to which they are paired
- Artists agree to take down their artwork between Sept. 13th – Sept. 20th

CALL TO LOCAL BUSINESSES

Local businesses are now invited to fill out the online [Business Application Form](#) and submit it by June 1st.

Technical Criteria

BUSINESSES

- Must submit application including information about available window(s)/space at location by June 1st
- Be willing to communicate and collaborate with the local artist to which they are paired (including installation and de-installation timeframes)
- Agrees to show the artwork from July 1st – September 12th

OVERALL TIMELINE:

May 1st to June 1st – Call to Artists and Businesses

June 1st – Deadline for Artist Applications AND Business Applications

June 23rd to June 30th – Artwork Installation

July 1st to September 12th – ArtHOP is in session!

September 13th to September 20th – Take Down/Collect Artwork

SUPPORT OF LOCAL ARTISTS: While it will be the responsibility of the artist (in collaboration with their paired business) to organize the installation and the take down of their artwork(s), the Pemberton Arts Council will continue to support both artists and businesses to ensure successful hanging and showing of original works of art. From tips and guidelines to hanging/displaying work, to suggestions for how to best visually engage the viewer with your artwork, to writing meaningful artist statements/artist bios we will endeavour to help artists in any way we can.

SUPPORT OF LOCAL BUSINESSES: The Pemberton Arts Council thanks local businesses for sharing their storefront windows and, in some cases perhaps, their indoor wall space with local artists. We hope the extra exposure through such an exhibition brings heightened interest to your establishment, and again strengthens community connections during the second year of the pandemic. Whether you have generously offered to share your window-space or perhaps even offered a donation of products/services in ArtHOP's bi-weekly draw, the Pemberton Arts Council will continue to provide support throughout the exhibition and will be there to answer any questions/concerns you may have about how to safely hang/display art in your location.

QUESTIONS? CONCERNS?

Please Contact Us at:

pembertonartscouncil@gmail.com

PAIRING of ARTISTS with BUSINESSES

- During the application process, if either an artist or business has a pre-existing relationship and believe they would be a good match to exhibit artwork for ArtHOP, these preferences can be indicated before June 1st.
- The Pemberton Arts Council will do their best to honour artist/business matching requests; however, given all the moving pieces (size/number of artworks vs. space available, etc.) we ask for understanding, patience, and flexibility as we try to accommodate everyone who has applied.
- This is a juried exhibition, and we will do our best to show as many artists as possible! Space may be limited depending on how many businesses and artists choose to participate this year. So make sure you get your applications in as soon as possible! The Pemberton Arts Council thanks everyone for submitting their applications by June 1st!