



WASHOUGAL ARTS
AND CULTURE ALLIANCE

2017 Washougal Art Festival

Saturday, August 12, 2017

Call for Artists

In August 2016, the Washougal Arts & Culture Alliance (WACA) hosted its first Washougal Art Festival at Reflection Plaza in downtown Washougal, Washington. Based on the Festival's resounding success, WACA is looking forward to hosting this event annually.

Who

Visual artists working in all media.

What

Washougal Art Festival is a juried event focusing on bringing artists and those interested in art together in a fun festival atmosphere.

Where

Reflection Plaza, 1703 Main Street, Downtown Washougal, Washington

When

Festival: Saturday August 12, 2017 9:00 am – 4:00 pm

Artist set up: Saturday August 12, 2017 7:00 am

Entry deadline: Monday May 1, 2017

Cost

No cost to submit entry.

If accepted, \$40.00 fee for a 10X10 space.

No commission due from to artists.

Artist Benefits

- Artists are able to display and sell their artwork in a festive setting among attendees with an interest in art.
- Artists may gain further recognition as an artist.
- WACA will keep the number of artists small to maximize the impact for each artist.
- WACA will heavily promote the Washougal Art Festival through social media marketing (Facebook), local advertising, and a banner at our City entrance. Press release will be sent to regional media. The Festival will be listed on community event calendars, including Portland, Vancouver, and the Columbia River Gorge.

- Artists will be supplied materials to facilitate their outreach to their customer bases with an invitation to come to the festival.

Community Benefits

- Cultural enrichment to art lovers throughout the Columbia River Gorge (Washington and Oregon).
- Opportunity and accessibility for residents and visitors of all ages to experience and purchase original artwork.

Optional Art Donation

The Festival will be raffling art and other items throughout the day. The proceeds from this raffle will go toward sponsoring public art and future art events in Washougal. You are invited to donate an original or reproduced work of art for this effort (this is optional and not a requirement). Please let us know on your entry form if you would be willing to donate so we may add you to our raffle marketing if you are accepted to the Festival.

Judging Criteria

Participation in the Washougal Art Festival is intended for professional artists who are actively producing and exhibiting their work to sell. Entry material will not be judged on personal tastes or preferences but on the following criteria:

- Originality/Creativity - Does the artist's work express a unique style/voice and vision?
- Craftsmanship/Use of materials or Media - Does the artist's work show mastery over his/her medium or innovative use of materials/media?
- Professionalism – Is the artist actively producing and exhibiting work to sell in a professional manner?

Notification

Artists will be notified of acceptance shortly after the submission deadline. If accepted, you will receive a Festival information sheet and details of where to send payment. Payment is due when accepted.

Submission

- Entry deadline is **Monday May 1, 2017**.
- Entries are accepted by email only.
- Send entry form and 3 photos of recent work (.jpg format, no more than 1 MB each) to Janice Ferguson at **washougalarts@gmail.com**.

Questions?

Email questions to Janice Ferguson at **washougalarts@gmail.com**.