



The City of Slidell

DEPARTMENT OF CULTURAL & PUBLIC AFFAIRS
P. O. Box 828 • Slidell, LA 70459
Phone (985) 646-4375 • Fax (985) 646-4231 • www.slidell.la.us

BEN O. MORRIS
Mayor

KIM BERGERON
Director

Dear Artist,

Enclosed you will find information about the upcoming *Arts Evening 2009*. Among the highlights are:

- Extended marketing – this year, *Arts Evening* will be held in conjunction with the city's Whistle Stop Weekend. We'll be extending a warm welcome to visitors along Amtrak's Crescent Route, with heavy marketing in Birmingham and Tuscaloosa, to come discover a weekend of cultural events in Slidell. This means more exposure for your work.
- A truly grand finale – we'll wrap up the evening with a free concert by world-renowned pianist (and Slidell's own) Ronnie Kole! Join us in the Slidell Municipal Auditorium from 8:30 to 10:30 p.m. for this spectacular event.
- "Best of Arts Evening" prizes – \$600 in prizes will be awarded to Best of Show, Second and Third place winners! Be sure to read enclosed the rules for this popular competition.
- Cover Artist Competition – the prestigious cover competition continues! You could win the opportunity to have your work featured on the cover of the *Arts Evening 2009* program and win the \$200 prize and limited edition posters showcasing your work.
- Flexible display options – a limited number of display spaces in the new City Hall Community Room will be made available to artists for a nominal charge. Of course, there is still no charge for artists who wish to display their work within participating Olde Towne businesses.
- Promotional opportunities – we'll be shining the spotlight on participating artists, to let the community learn more about your work.

You'll enjoy all this and more with *Arts Evening 2009*. Be sure to read the enclosed information and send in your Artist Registration Form by September 15, 2009. We will notify artists of their placements by September 30, 2009.

If you have any questions, please call Kim Bergeron or Alex Carollo at (985) 646-4375.

Regards,

Kim Bergeron



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Artist Registration Form - Arts Evening 2009 Saturday, November 7, from 4:00 p.m. - 10:30 p.m., Olde Towne Slidell

The City of Slidell is pleased to announce the 15th annual *Arts Evening* – a night devoted to the fine and performing arts. On Saturday, November 7, from 4 to 10:30 p.m., artists from across the region will display their work in businesses throughout Olde Towne Slidell as we welcome thousands of visitors. We invite your participation.

If you would like to exhibit this year, please fill out this registration form and mail or fax it back **no later than September 15, 2009**. The Committee will then begin the process of placing artists with host spaces as available. We are also encouraging artists to provide demonstrations. If you are interested in doing so, please indicate by checking the appropriate box below.

Any photos (hard copies or high resolution digital format) for consideration for use in publicity should be delivered to our office at the Municipal Trailer Park Complex at 1330 Bayou Lane, Trailer #104, or mailed to the City of Slidell Dept. of Cultural & Public Affairs, P.O. Box 828, Slidell, LA 70459 no later than **August 12, 2009**. Digital submissions can be sent to acarollo@cityofslidell.org. In submitting works, you are consenting for their use in any publicity related to *Arts Evening*. **Your name and title of piece should be indicated on each photo.** Additionally, please see rules regarding photo submissions for special award consideration.

There is no charge for artists to display within participating Olde Towne businesses. This year, we will be offering a limited number of display tables in the City Hall Community Room, *on a first-come, first-served basis*, for a nominal charge of \$50 per table, with one artist or organization per table. Please see enclosed information.

We hope that you take this opportunity to promote your work in *Arts Evening 2009*:

Name: _____ Check if enclosed: Photos Artist Bio

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____ Email: _____

Number of pieces I wish to display: _____ Media: _____ Average size of work _____

Please carefully review the guidelines regarding your display needs.

Time required to set up artwork: _____

Host Business First Choice: _____ Second Choice: _____

Please check here if you are interested in offering a **demonstration** of your art during the *Arts Evening* event.

Please check here if you would like to **reserve table space in City Hall** for the display of your artwork, and enclose a \$50 check payable to the City of Slidell. Reserving for individual artist or art organization.

Artist signature

Date

ARTS EVENING 2009 OVERVIEW

IMPORTANT DATES AT A GLANCE:

August 12, 2009	Deadline to submit photos of work and artist bios for publicity and for the Arts Evening Brochure cover competition photos (must be accompanied by Artist Registration Form.)
August 12, 2009	Deadline to drop off original works of art for Best of Show competition – see details below (must be accompanied by Artist Registration Form if not already submitted with photos)
August 17, 2009	Deadline for pickup of Best of Show entries – see details below
September 15, 2009	Final deadline for artist registration
September 30, 2009	Artists will be notified of their placements for <i>Arts Evening</i>
October 15, 2009	Final date for artists to contact the businesses at which they have been placed, to discuss display needs and make necessary arrangements
November 7, 2009	Arts Evening
November 8, 2009	Arts Evening rain date

1. EVENT DATE

Arts Evening 2009 will be held on Saturday, November 7, from 4 to 8:30 p.m. The finale concert featuring Ronnie Kole will be held in the Slidell Municipal Auditorium from 8:30 to 10:30 p.m.

2. RAIN DATE

In the event of inclement weather, *Arts Evening* will be postponed to Sunday, November 8, from 4 to 10:30 p.m. Because Louisiana weather can be so unpredictable, we will wait as long as possible to make this judgment call. A final decision will be made no later than noon on Saturday. Please note that we will not have time to notify businesses and artists individually—please call the Slidell Cultural Center at (985) 646-4375 and listen to the recorded message or check the city's website at www.slidell.la.us for updated information.

3. ARTIST RECOGNITION/PRIZES

Arts Evening “Cover Artist of the Year” Competition: This year, we will once again offer artists an opportunity to compete to have their artwork included on the coveted spot of the *Arts Evening 2009* program cover and on the *Arts Evening 2009* poster. In addition to the publicity received, artists will receive a limited number of posters, plus a cash prize of \$200. Artists who wish to participate in this competition should provide a high resolution, print quality image to the Department of Cultural & Public Affairs no later than August 12, 2009. You may mail (P.O. Box 828, Slidell, LA 70459) or deliver photos (no slides, please) to the Slidell Cultural Center office (currently located in the Municipal Trailer Complex, 1330 Bayou Lane, at our **NEW LOCATION**, trailer #104). For your convenience, you may choose instead to submit a high resolution digital photograph (300 dpi or higher) via email to acarollo@cityofslidell.org. In order to be eligible for consideration, artwork must be two-dimensional, vertical format, with proportions of approximately 4 x 5.5, i.e., scalable to 4” wide by 5.5” high. Submissions will be judged by the Slidell Cultural Center Director and Media Specialist, whose decision will be final. The winning artist will be notified by telephone no later than

August 18, 2009. Up to three submissions per artist will be accepted. Artists submitting works for this competition must ensure their Arts Evening registration form is received by August 12.

“The Best of Arts Evening” Awards:

The City of Slidell’s Commission on the Arts will once again be presenting awards for works deemed *Arts Evening’s* Best of Show, Second and Third Place entries, with ribbons and cash awards in the amount of \$300, \$200 and \$100 respectively. Additionally, award ribbons will be given to works deemed worthy of Honorable Mentions, at the judging panel’s discretion. All registered *Arts Evening* artists are eligible to participate in this competition. Artists are invited to enter up to three works of art which they will be displaying at this year’s *Arts Evening*. Please bring these to **the new Slidell Cultural Center, on the first floor of City Hall at 2055 Second Street**, Tuesday, August 11, 1 p.m. to 6 p.m. or Wednesday, August 12, 8 a.m. to noon. *Artists entering work in the competition must also submit their Arts Evening Registration Form at this time, if not yet submitted with publicity or Brochure Cover Competition photos.* The Commission on the Arts’ judging panel will review all artwork Thursday evening, August 12. Winning artists will be notified by Monday, August 17, 2009. All artists should pick up their work at the Slidell Cultural Center Monday, August 17, 8 a.m. to 5:30 p.m. In addition to the cash prizes and ribbons, winning artists will be recognized in *Arts Evening* publicity and the *Arts Evening* program. Please note that in entering this competition, you are committing to display any award-winning works during *Arts Evening*.

IMPORTANT NOTE: *The gallery will be staffed only during hours listed for drop off and pickup of artwork. In the event you wish to participate but are unable to do so due to these gallery hours, please contact us at 646-4375 to see if alternate arrangements are possible.*

4. ALTERNATIVE ARTS EVENING DISPLAY OPTION: CITY HALL COMMUNITY ROOM

Due to the increasing number of artists participating, and the limited availability of space in Olde Towne businesses, we are offering a new display option to *Arts Evening*. A limited number of artist tables/display areas will be made available to artists on a first-come, first-served basis, with a maximum of one artist or organization per table. These spaces will be located in the City Hall Community Room on the first floor of City Hall. The fee for table rental will be \$50 for one artist or one art organization. Rental includes one 8 foot table. Please note that it is the artist’s responsibility to provide his or her own easels, screens, etc. Artists wishing to take advantage of this option should indicate such on the Artist Registration Form and enclose payment with the application. If your payment is received after all tables have been rented, your check will be returned to you.

5. PROMOTIONAL OPPORTUNITIES/PUBLICITY

In conjunction with *Arts Evening*, we offer artists a number of opportunities for publicity. Participation in any or all of these opportunities is *strictly optional*. These include:

- **Promotional use of artwork:** As in the past, all artists wishing to have their work considered for use in publicity for *Arts Evening* must submit photographs of the pieces (labeled properly) to the City of Slidell Department of Cultural & Public Affairs. Artists agree that in submitting photographs of these works, you are consenting for their use in any publicity related to *Arts Evening*. The deadline for submission this year is August 12, 2009.
- **Artist spotlights:** We will be working with local publications in an attempt to spotlight participating *Arts Evening* artists. If you wish to be included in the spotlights, please provide a brief paragraph about yourself. This should be submitted along with the enclosed *Arts Evening* Artist Registration Form. You may also submit one to three representative photos of your work for inclusion in the spotlight. These will be submitted to publications in the order received, so early registration is recommended. Of course, we cannot guarantee that the papers will run all bios, but we will do our best to ensure that as many as possible are run. The deadline for submitting artist information is August 12, 2009.

5. ARTIST NOTIFICATIONS AND OBLIGATIONS

Artists will receive notifications of the location at which they have been placed by September 30, 2009. Upon receipt, please review your information carefully and contact your host location no later than October 15, 2009.

During the process of matching artists with locations, a number of factors are taken into consideration, including the request of a business to host one or more specific artists, the amount of work the artist wishes to display, the amount of display space available at the host location, and the style of other artists also displaying at this location. If an artist requests a specific business/host location, and that business also requests that specific artist, that combination is guaranteed. For all other requests, we make every effort to accommodate artists and businesses, but do not guarantee such. Artists wishing to display a large volume of work should consider the alternative display option in the City Hall Community room. Artists who register for *Arts Evening* who do not honor their commitment will be excluded from participating as artists in future City of Slidell exhibits and events.

6. POLICY REGARDING REFRESHMENTS

In the past, many artists and/or host businesses have provided refreshments throughout *Arts Evening*. While this generosity is appreciated, it has an adverse effect on the restaurants that participate in the event. As such, we prefer that you do not provide refreshments. However, if you must, we respectfully request that artists and businesses limit refreshments to something light and simple, like a cheese tray or cookies. *No refreshments may be served by artists displaying in the Slidell Community Room in City Hall.*

Thank you for helping make *Arts Evening* one of Slidell's most anticipated cultural events every year!