



Art on the Farm

North Cariboo

General Information for Artists

Art on the Farm – North Cariboo

Date / Time: Sunday, September 18, 2011; 10 am - 4 pm

2011 will be the **2nd Annual Art on the Farm – North Cariboo** and we are hoping for another collaborative community based event with individuals and groups coming together to assist with planning and organising this fun day. Artists are positioned to showcase their craft / art in a farm setting where the venue ranges from the barnyard with free range chickens, a pond setting, to a field with trees, wild flowers and shrubs with a background of grazing alpacas / llamas and horses.

The event is open to all types and forms of artists - **watercolour, oil, weavers, spinners, quilters, musicians, crafters, singers, dancers, performers, potters, entertainers, photographers, sculptors, woodworkers, glass blowers, jewellers, leather crafters, carvers, yoga instructors, martial art demonstrations, culinary opportunities, etc.** Everyone is welcome! All items sold and showcased are made by hand.

NEW for 2011:

- (i) *This year we are hoping that several interactive, hands on workshops will be held on-site which attendees can participate in. Please let us know on the Registration Form if you are interested in leading a workshop.*
- (ii) *All visitors to Art on the Farm – North Cariboo will receive a list of the artist's in attendance and the event schedule for the day. Information provided on each artist will include the artist's name / business, contact information (including website), and an outline of the work the artist does. This information will also be promoted on line and through social media;*
- (iii) *Artist should have their booths set up by 10:00 am so there is one hour prior to the event beginning for participating artists to be able to circulate through and meet other participants.*

What to expect

Based upon other similar events held, the audience that typically attends **ART ON THE FARM** events are primarily local residents. *Items that sell well are smaller items between \$10.00 - \$20.00 and up to \$150.00.* Art demonstrations, simple hands on activities / workshops are popular as are simple art activities for visitors to try (charge \$5 - \$10). People love visiting farms and we feel that through art, *culture* can be put back into "*agriculture*". **ART ON THE FARM** is simply about celebrating creativity, having fun, and making art accessible to everyone!

Things to Note:

1. Fees / vendor:

- Early Bird (On or Before September 12) \$10.00
- After September 12 \$15.00
- Day of Registration (September 18) \$20.00
- Additional vendors at the same booth \$5.00

(Some booths have access to power; bring a long power cord if you need power)

- 2. Standard booth space accommodates a 10' X 10' tent but larger areas are available;
- 3. Please make cheques payable to FARMED and send to: **Art on the Farm – North Cariboo, c/o Moose Meadows Farm, 2861 Nazko Road, Quesnel, BC, V2J 7E5**
- 4. Registered artists are asked to provide a bio or short description of their art form and /or business for promotional purposes. This is a component of the Registration Form. It can also be emailed to info@farmmed.ca or mmfarm@goldcity.net



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5. It is recommended that artists practice setting up their display before the day. Get feedback from friends! Ask them if they would be drawn to your table. The biggest reason why artists do not sell many items is the attractiveness and visual appeal of their display and their sales approachability. The following are key things that are key to drawing visitors to a table / booth:
 - *Colourful and large items, visible from a distance;*
 - *Signs that explain what is available, so that people can read it from a distance. If you are busy with another customer you still want people to know what your products are even if you aren't able to talk to them directly;*
 - *The location of the sales person – don't hover right next to the shopper, stand back but be friendly and approachable – offer information and be helpful. Have tasters, hands on activities, and a range of prices;*
 - *Place your table near the front of your tent so that the shopper does not have to walk into a tunnel of tenting to find you; and*
 - *Hang items higher so you can create a large visual presence.*
6. Demos are a great way to bring people to your product. It is non-threatening for customers to approach when you are working on your art. Some artists charge \$5-\$10 for someone to make a small project at their table? People love that and then they may buy something else having met you, and worked with you on a project.
7. Artists are expected to be self-sufficient. As such, artists must provide for themselves. The following items are recommended:
 - *Table and/or all display materials;*
 - *Chairs;*
 - *Tent / Sun/rain cover (the event is rain or shine!); 10' x 10' shade / sun tents will be available on-site through the Quesnel Agriculture & Exhibition Association for a \$25.00 fee but must be reserved in advance;*
 - *Sunscreen, hat, water and food (There will likely be a concession on-site);*
 - *Transportation;*
 - *All artists and crafters are responsible for their own money transactions (decide if you will accept cheques). We do not have visa or debit capabilities; closest ATM is at Rocky's Store 5 km. towards town;*
 - *Optional: Helper – if you want to take breaks from your table.*
8. **Cell Phones:** Typically, there is no cell phone reception at the farm. Some people can get cell reception by wandering the farm aimlessly but there are no guarantees.
9. **Dogs:** No dogs are permitted at the event due to proximity to the on-farm venue (there are 3 resident dogs), the proximity to food, and other people's comfort levels with dogs;
10. **Smoking:** The farm is entirely SMOKE FREE. Please refrain from smoking at all times.
11. **Food:** It is anticipated that some food vendors will be on site. If you know of any food vendors that want to sell at the event please have them contact Art on the Farm – North Cariboo.
12. **Entertainment:** Similar to 2010 Art on the Farm – North Cariboo, we hope to have live music on-site.
13. **Demos:** Demos are strongly encouraged. Demos engage the visitors and give a point of discussion. Other similar events have had the following demonstrations, all of which have been received well: glass beading demos, tie dye workshops, lavender extraction, spinning, and blacksmith demos.
14. **Kids' Activities:** Also encouraged.
15. **Raffle Gift Basket item:** All participating artists are asked to donate an item to the **Art on the Farm – North Cariboo Raffle Gift Basket** at the event. The proceeds raise through sale of tickets is a way to cover promotion and insurance costs for the event and keep vendor costs down. Raffle item(s) will be collected at the event before 10:00am. Most artists appreciate the secondary advertising. Please confirm on the Registration Form what you can donate so we include your name in signage for the Gift Basket.
16. Each artist is responsible for the clean up and garbage removal of all contents of booth space at the end of the event; and
17. We ask the all those participating in the event, promote the event. Art on the Farm posters are available.



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18. Set up and Take Down:

- The event runs 10:00 am -4:00 pm with the 1st hour specifically for artists to browse other artist's booth and participants can meet one another. All displays / booths must remain open for the duration of the event as per the hours posted. We ask that everyone stay until 4:00 pm and take down items after 4:00 pm. We always have customers that arrive at the very end of the day.
- We recommend viewing the pictures on **ART ON THE FARM-NORTH CARIBOO** group facebook site so the venue and layout can be seen;
- The option to set up the day before is possible but no overnight security will be provided. Please contact the farm if this is an option you wish to explore.
- Artists are located throughout the farm. Please note, the ground is sometimes uneven and you may be displaying on grassy sites. Overall, the ground is level but not smooth or flat.
- You will be able to drive up to your display area to unload your vehicle if you arrive on site no later than 9:30 am. At 9:30 am all on-site vehicular traffic will cease to allow for pedestrian traffic. If you require assistance with transporting your supplies, please bring a helper with you.
- Be set up by 10 am. 1 hour in advance. Visitors often come early.

Contact Information

mmfarm@goldcity.net

info@farmed.ca

Coordinator:

Heloise Dixon-Warren - FARMED President / Moose Meadows Farm Operator

2861 Nazko Road, Quesnel, BC, V2J 7E5

An Event Listing titled "2011 ART ON THE FARM – NORTH CARIBOO" on FACEBOOK has also been created under the ART ON THE FARM – NORTH CARIBOO group site.



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2nd Annual North Cariboo
ART ON THE FARM
September 18, 2011, 10 am – 4 pm

Participant Registration Form

Please complete in full & return to FARMED, c/o Moose Meadows Farm, 2861 Nazko Road, Quesnel, BC, V2J 7E5. Don't forget to include payment! Alternatively, the completed forms with payment can be dropped off at the Moose Meadows Farm booth at the Quesnel Farmer's Market (Helen Dixon Centre, Quesnel, BC, 8:30 am – 1:00 pm) most Saturdays.

PLEASE PRINT CLEARLY

Business Name / Artist's Name			
Contact Person			
Full Mailing Address (inc. postal code)			
Telephone		Alternate Telephone	
Fax Number		Email Address	

Please provide a description of the products / services you wish to exhibit / sell and /or the demonstrations you plan to provide **(Note: this information will be used to create a brief write up about your artwork which will be provided to everyone visiting Art on the Farm. Be as detailed as possible)**

Are you interested in doing a Hand on / Interactive Workshop? ***If "yes", please provide details of workshop (including a title) and your remuneration fee. Outline any costs that you would incur. Please be as specific as possible. Attach another sheet if necessary.***

Item donated to the Crate to be raffled off: YES NO

If YES, please state what the item is



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Fees	Amount	Amount Owing
Early Bird Registration (by September 12 2011) – 1 st vendor:	\$10.00	
Registration (after September 12, 2011) – 1 st vendor:	\$15.00	
Registration on the Day – 1 st vendor:	\$20.00	
Other Vendors at the same booth (\$5.00 / additional vendor) - # Artists: _____ X	\$5.00	
Tent Rental – 10' x 10' (includes set up)	\$25.00	
TOTAL AMOUNT OWING		

*For tent rental, fee paid includes the tent being set up on location prior to the event beginning. Artist will have 1st come, 1st serve choice of sites with tents.

Payment Enclosed: YES NO

Form of Payment: Cheque* Cash Other: _____

(*Cheque should be made payable to FARMED)

Please send payment to FARMED, c/o 2861 Nazko Road, Quesnel, BC, V2J 7E5 with completed Registration Form. For additional information, please contact Heloise Dixon-Warren (250.249.5329 / mmfarm@goldcity.net).

THANK YOU FOR REGISTERING FOR ART ON THE FARM!

For additional information, please contact Heloise Dixon-Warren (250.249.5329 / mmfarm@goldcity.net). An Event Listing titled "2011 ART ON THE FARM – NORTH CARIBOO" on FACEBOOK has also been created under the ART ON THE FARM – NORTH CARIBOO group site.