

snow city cafe

a little about us:

Snow City Cafe is a popular breakfast and lunch spot on the edge of downtown Anchorage. Since 1998, we've been showing new local art every month, from oil and watercolor paintings, to chalkboard art and fused glasswork. We participate in the First Friday Art Walk, and provide a well-established, high-traffic venue with lots of natural light. Our mission is to provide a venue to fun, fresh and funky artists, whether you're an Alaskan fixture, or an up-and-coming artist just getting your foot in the door.

Every fall, we start the process for finding new artists to adorn our walls for next year. Well, it's that time of year again, the leaves are turning, the t-dust is coming, and we're putting out the call to local artists to show us what you've got!

our process:

We book our schedule for art shows a year at a time. Our process starts in the fall, and we're currently choosing artists for January through December 2012.

This year, we have a two step process: a proposal review, followed by personal interviews. This proposal is the first step. Read it through, gather your materials, and make sure you get it back to us either via email or post by October 15, 2011. We'll review the submissions, and email you by the end of October to let you know whether we need to set up an interview. If you're submitting your proposal early, we'll just hang onto it here until October when we review.

In the interview, you'll get to meet with a panel made of Snow City employees and community members who will discuss the finer details of your proposal, the possible logistics of hanging/showing, and special needs for your vision. After we've met with everyone, we'll let the artists know who has been selected. If chosen, your art will be on display from the first Friday of your month, until the Thursday before the next month's first Friday.

venue:

We have 50 linear feet of wall space, big windows, and lots of natural light. Snow City has a sliding hook/rail system for hanging, and we request that all art be hung with fishing line (no heavier than 60 lb test.) There are three display walls, two yellow, and one smaller orange wall. We're really into diverse and unique mediums, but the walls *cannot* be painted, nailed or altered in any way. We also ask that all art can be hung at least 2 feet above the top of each table.

artist's responsibilities:

- Snow City Cafe needs 200 postcards listing title, artist, location, reception, and exhibition dates. *These cards are for customers in Snow City Cafe, and will be displayed on all the tables, they aren't for mailing out.* We need them one week prior to your opening.
- Hang all artwork, artist's statement and biography on the Thursday prior to your show; between 4 - 9 pm. *(It takes at least two people. Please bring a friend!)*
- Bring all tools necessary to hang artwork *(fishing line, scissors, adhesive for titles and prices)*
- Price and title all artwork. Each piece needs to have a title and price listed next to it.
- Provide a priced inventory sheet prior to First Friday reception.
- Provide a journal for customer comments
- Relax, attend, and enjoy your First Friday reception from 5:30 - 8 pm.
- Remove all artwork Thursday before the next month's First Friday between 3 - 4 pm. During the summer, we may allow more time to remove, or a later unhang time, due to the higher volume of customers in the restaurant.
- Pay 20% commission on all artwork sales to Snow City Cafe. *(See Snow City Cafe's Responsibilities)*
- Provide the following via email one month prior to the show to aurora@snowcitycafe.com:
 - 3-5 digital photos (web quality—72 or 96 dpi)
 - Title of show and medium used
 - One-line description of show (for press)
 - One page maximum artist's statement and biography

snow city cafe's responsibilities:

- ☑ Contact the Anchorage Daily News, The Anchorage Press, and The Northern Light with a press release for exhibition and First Friday reception. Please do not contact these publications yourself. If you have changes to your information, please just let us know, and we'll update them for you.
- ☑ Host a First Friday reception from 5:30 - 8 pm. Food will be provided. Beverages will be available for purchase.
- ☑ Handle all sales of artwork, provide receipts to customers, marking prices as sold, and noting the sale on artist's inventory sheet.
- ☑ Store all purchased artwork for one week and contact buyers to make arrangements for art pickup.
- ☑ Payment for artwork sold will be sent the last day of the following month, less 20% commission.

eligibility:

Open to all professional and amateur Alaskan artists, and groups of artists. All media must be able to hang by fishing line and hook/rail system. Preference is given to original art that has not been shown previously downtown. Artist(s) must not have a solo show downtown six months prior to Snow City show, even if the artwork is different. Artists who have previously shown at Snow City must wait a year before reapplying.

Snow City Cafe reserves the right to rehang or remove any artwork deemed inappropriate or not conducive to the business of the cafe. Snow City Cafe is not responsible for lost, damaged or stolen artwork. Artist shall be responsible for any major damage to Snow City Cafe as a result of hanging or taking down art (broken mirrors, gauged walls, broken chairs, etc.)

entries:

When submitting your proposal, please include:
Snow City Cafe's proposal questionnaire (as your cover page)
An artist's biography & resume (with exhibition history)
Digital amplex of past and current work, by email, CD, or website.

If you're submitting a CD or images via email, (preferred) it would be greatly helpful if you'd also include an image list—a list with the titles of your work, approximate sizes, and years completed.

If you have a website, please use some indication of what selection of work you're interested in showing.

You're not limited to the number of proposals you can submit for consideration, but each proposal must be submitted under a separate cover with all required documents. Feel free to submit or email up to 20 images of work. Please do not submit any original art, hard copy prints, or additional material in this phase, as there is no guarantee that it will be returned.

IMPORTANT: If you have any questions about what to submit, or you don't think you have everything on the list, don't hesitate to email us. We're all about new artists (*i.e.; maybe this will be your first show, and you don't have an exhibition history yet*) and know submitting proposals can be a daunting process. We're here to help!

send submissions here:

(Preferred) Email documents and jpeg images to aurora@snowcitycafe.com with the subject "**First Friday Proposal 2012**"

-or-

Mail or hand-deliver proposal CDs to:

Snow City Cafe
Attn: Aurora Hablett
1034 W. 4th Ave.
Anchorage, Alaska 99501

Make sure you get 'em in by **October 15, 2011**. Good luck, and we look forward to seeing what you have!

Proposal Questionnaire 2011

(please use as cover page)

Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Website (*optional*): _____

Medium: _____

Preferred month: _____ Second choice: _____

Tell us about yourself/art.

What is your vision for your Snow City show? What about your art works well with Snow City as a venue?

What are the approximate sizes of your work? Will you have enough to fill the restaurant?

Check off list:

- Questionnaire
- Artist biography
- Artist resume
- CD, website or attachment with up to 20 past images/current work
- Image list (*optional*)

Thank you for your interest!