



## The City of Slidell

Department of Cultural & Public Affairs  
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Greg Cromer  
Mayor

Alex Carollo  
Director



January 13, 2020

Dear Artist,

The City of Slidell is excited to celebrate the 26th Anniversary of *Arts Evening*, one of St. Tammany's largest cultural festivals, on Saturday, March 21, 2020, from 5:00 to 9:00 p.m. If you've participated in *Arts Evening* before, you're aware that these events bring crowds of up to 5,000 to Olde Towne for shopping, live entertainment and dining. If you're new to Olde Towne, you won't want to miss out on the fun!

Enclosed you will find more information about these events:

- During *Arts Evening*, the City of Slidell will host a sneak peek of *Seeing Beyond: Ansel Adams Photographs from the New Orleans Museum of Art* in the Slidell Cultural Center at City Hall. We anticipate that this exhibit will draw more art lovers to Olde Towne, a benefit to all of the participating artists and businesses.
- In the event of inclement weather, *Arts Evening* will be rescheduled for a future date. Any cancellation decisions will be made by Thursday, March 19, so that businesses will have adequate time to make scheduling adjustments for staff, food or catering changes, and that artists and entertainers have enough time to make alternate plans.
- We are looking for original works of art for the *Arts Evening* poster, which will be featured in advertising for the event. The deadline for *Arts Evening* poster submissions is Monday, February 17.

Please see the enclosed information and return your registration form to us no later than Monday, March 2, 2020. If you have any questions, please call Alex Carollo or Catherine Olivier at (985) 646-4375.

Regards,

Alex Carollo  
Director of Cultural & Public Affairs

## **ARTS EVENING 2020 OVERVIEW**

<b>Monday, February 17, 2020</b>	Deadline to submit artwork for consideration of the <i>Arts Evening</i> poster
<b>Monday, March 2, 2020</b>	Final deadline for Artist registration and deadline to submit photos of artwork for consideration for use in <i>Arts Evening</i> publicity
<b>Monday, March 9, 2020</b>	Artists will be notified of their placements for <i>Arts Evening</i>
<b>Monday, March 16, 2020</b>	Final date for Artists to contact their Host Business, to discuss display needs and make necessary arrangements
<b>Saturday, March 21, 2020</b>	<i>Arts Evening</i>

### **1. EVENT DATE**

*Arts Evening 2020* will be held on Saturday, March 21, from 5:00 to 9:00 p.m.

### **2. RAIN DATE**

In the event of inclement weather, *Arts Evening* will be rescheduled for a future date. Because Louisiana weather can be so unpredictable, we will wait as long as possible to make this judgment call, but any cancellation decisions will be made by Thursday, March 19, so that businesses will have adequate time to make scheduling adjustments for staff, food or catering changes, and that artists and entertainers have enough time to make alternate plans.

### **3. ARTIST NOTIFICATIONS AND OBLIGATIONS**

Artists will receive notifications of the location at which they have been placed by Monday, March 2. Upon receipt, please review your information carefully and contact your host location no later than Monday, March 16. 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.*

**IMPORTANT: Artists who register for *Arts Evening* but do not honor their commitment will be excluded from participating as artists in future City of Slidell exhibits and events.**

### **4. POLICY REGARDING REFRESHMENTS**

In the past, many Artists and/or Host Businesses have provided refreshments during *Arts Evening*. While this generosity is appreciated, it has an adverse effect on the restaurants that participate in the event. As such, we suggest that if you decide to serve refreshments, please limit it to something light and simple, like a cheese tray or desserts.

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

# Artist Registration Form - *Arts Evening 2020*

## Saturday, March 21, from 5:00 p.m. – 9:00 p.m., Olde Towne Slidell

The City of Slidell is pleased to announce the 26th annual *Arts Evening*, a night devoted to the fine and performing arts. On Saturday, March 21, from 5:00 to 9:00 p.m. Artists from across the region will display their work in businesses throughout Olde Towne Slidell as we welcome thousands of visitors to the area. We invite your participation.

If you would like to exhibit this year, please fill out this registration form and mail or email it back **no later than Monday, March 2, 2020**. 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 emailed to **acarollo@cityofslidell.org**. They can also be hand-delivered to our office at the Slidell Technology and Cultural Arts Center at 250 Bouscaren Street, Suite 304, or mailed to the City of Slidell Dept. of Cultural & Public Affairs, P.O. Box 828, Slidell, LA 70459. The deadline is **Monday, March 2, 2020**. In submitting works, you are consenting for their use in any publicity related to *Arts Evening*. **Your name and title of the artwork should be indicated on each photo, either in the digital file name or labeled on the back of the photo.**

There is no charge for artists to display within participating Olde Towne businesses. We hope that you take this opportunity to promote your work in *Arts Evening 2020!*

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Number of pieces I want to display: \_\_\_\_\_ Media: \_\_\_\_\_ Average size \_\_\_\_\_

*Please carefully review the guidelines regarding your display needs. Please note that we make every effort to place artists with a large body of work in businesses that can accommodate them, whenever possible, but cannot guarantee such.*

How much time will you need to set up artwork? \_\_\_\_\_

Host Business First Choice: \_\_\_\_\_ Second Choice: \_\_\_\_\_

*If you have no preference of host businesses, please leave these blank.*

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

\_\_\_\_\_  
Artist signature

\_\_\_\_\_  
Date