



River and Rail Art Venture
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Imagine joining a successful tour that encompasses galleries, studios, a winery and venues showcasing the talent of artists and artisans in a variety of media. Envision your space filled with curious visitors wanting to see and learn about the work that you do.

Welcome to the River and Rail ArtVenture

Do you work with clay, paint, textiles or fibre, wood, glass, metal, photography or mixed media? Do you craft wine, beer, cider, artisanal bread, honey, or other food products? Do you have a gallery or a studio? Are you a musician or writer? Let us put you on the map. We will market your work to a larger audience through this tour, boosting awareness of the amazing work that happens in rural Saskatchewan. This truly will be an adventure in all things artistic and creative which is why we call it an *ArtVenture*.

This is your invitation to join our 2022 tour...

of studios, galleries and venues including Outlook, Broderick, Hawarden, Loreburn, Davidson, Elbow, Tugaske, Central Butte, Riverhurst and Macrorie, along the South Saskatchewan River and the traditional rail lines that built the area. The Saskatchewan artisans and producers along the tour will delight and entertain guests with their creative energy, making their work available to a growing audience. Will you join us?

**Tour dates are: Saturday, June 25, 10am-6pm *and*
Sunday, June 26, 2022, 10am-6pm**

Who are our “Makers”?

We use this term to encompass a wide variety of talented vendors. Participation is open to Artists, Artisans, Musicians, Writers and Agribusiness entrepreneurs who live within the designated region. You can host in your own studio or home or join a group that will organize the group venue locally.

“Individual” refers to one person in their own venue/studio.

“Gallery/Guild” refers to the venue which represents a collection of artists/artisans.

“Group” refers to a collection of individuals who want to host a venue together.



Jury Process: Jurying will be completed through submitted application and images. Decisions made by the jury are final and will be based on the following selection criteria:

Artists and Artisans:

- Hand made in Saskatchewan, by Saskatchewan artisans and artists
- Quality of design and originality
- Artist representatives will not be allowed
- Work created from assembly kits, mass-produced items or imports are not allowed

Writers and Musicians: Saskatchewan-based, published or recorded

Agribusiness: High quality products made and/or grown in Saskatchewan

Note: ALL Makers, including those who were part of the tour in the past, must submit an application form. New photos are needed to stay fresh!

Fees must be included with your application. Applications received without accompanying fee will not be considered.

We accept payment by e-transfers unless other arrangements are made. Unsuccessful applicants' fees will be returned.

Successful applicants receive one full colour photo and a description in the River and Rail ArtVenture brochure which will include a map of all of the venues. You will be supplied with posters and brochures to distribute to your customers, as well as location signage. You will also be promoted on our website and through social media. We *strongly* suggest that you attend the Vendor Marketing Seminar and Mixer for distribution of signage and promotional materials and to meet the other Makers.

Individual/Gallery/Guild Applications: You will have one photo, name and a brief description in the brochure as well as your maximum 250-word bio/statement, and up to 5 photos on the website. (ie) one head shot plus venue and product photos

Group Applications: One representative photo, the group name, and a brief description will be included in the promotional brochure. Individual names and one photo per person will be included on the website as well as a 250-word description of the group.

Applications must be submitted online by the deadline:

Monday, March 7th, 2022 at 5pm CST

Venue Guidelines: Participants will need to set up their venue either at their own place/studio or with others at their chosen venue. All displays and venues must be professional, welcoming and attractive. Think creatively! What might you include to attract visitors? Demonstrations, displays, entertainment, food and drink?

Draws: Visitors to the River and Rail website will have a chance to win a voucher to spend at the event when they enter their email address. If a voucher is spent at your venue, you will be reimbursed after the event.

We would also invite vendors to set up their own raffle or draw to add interest to your venue. You can use this to add emails to your contact list. You are responsible to manage the draw.

Rules and Expectations:

1. The application for must be electronically submitted by Monday, March 7th at 5pm CST.
2. Fees must be sent by e-transfer the due date unless otherwise arranged.
3. Your application will not be considered complete until all parts have been submitted in good form.
4. Makers must reside in the designated region of the tour.
5. Groups at the same venue may have different members each year. All members must meet jury selection requirements.
6. Each Maker and member of a group must submit their email address and cellphone number to ensure they get all necessary information.
7. Makers will supply the contact info for their website, Facebook page and Instagram as applicable so that we can add links on the River and Rail website.
8. Clear, cropped photos must be electronically submitted in jpeg format, at least 1 of which must be at 300 dpi.
9. Individuals must submit a head shot. Groups or galleries must submit a photo that represents them or their venue.
10. We reserve the right to choose photos from those submitted and to edit bios for maximum impact.
11. Biographies and descriptions will be in 3rd person (he/she/they).
12. Makers must collect and return indicated promotional items by the indicated dates.
13. Makers will support the tour in advance by putting up posters, distributing brochures, posting on social media with hashtags (#riverandrailartventure), and talking to people about the tour. The success of the tour depends on commitment at the local/personal level. Do your part!
14. The venue sign must be displayed no sooner than Friday evening and no later than 8am Saturday. A directional arrow and/or the Maker's name can be added with coloured tape or paper that **will not damage the sign.**

15. Makers are excluded from the voucher draw.
16. Makers are the tour ambassadors. We expect them to greet visitors warmly, handle situations graciously, be helpful and encouraging and to promote other Makers before, during and after the event.
17. During the event, Makers will encourage visitors to sign the guest book as indicated.
18. The final report must be submitted along with the sign, lanyards, guest book and pencils as directed.
19. Join us in Outlook for a “Meet the Maker” where you will pick up your event materials, signage and brochures. This will be a time to share experiences and problem solve as we present a short seminar then move to a social time.
20. Join us again in Outlook for our “Après Tour” social. You will return the items indicated and have a chance to compare ideas and experiences with other Makers.

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