

# YUKON RIVERSIDE ARTS FESTIVAL

The Klondike Institute of Arts & Culture is happy to announce that the Yukon Riverside Arts Festival (YRAF) will once again feature a town-wide Gallery Hop! We invite all local artists to participate!

The Gallery Hop is a fun, self-directed community-wide evening art walk that takes place on **Thursday, June 1st, 2023**, kicking off the 23rd Annual Yukon Riverside Arts Festival. It is a unique opportunity for visual artists to collaborate with local businesses creating one-night-only “pop-up galleries” to display and/or sell artwork to a steady stream of visitors and customers throughout the evening.

Artists are invited to participate and get creative by:

- Exhibiting and/or selling artwork in unusual “pop-up” venues across town.
- Being present at their exhibit throughout the evening (if required by the venue).
- Hosting an opening or “special event” in tandem with the exhibit.

Are you interested in participating in the Gallery Hop? Learn more:

- **How are exhibit venues and locations chosen?**
  - You are invited to propose or seek out a venue on your own (remember you must have permission from the business or property owner) or, we can provide you a list of businesses that are keen to host! Past venue examples include: the ferry, Parks Canada buildings, shed walls, bathrooms.... Weird is good!
- **Do I have to be present?**
  - Maybe! If your location is unstaffed or outdoors, we suggest you be present during the evening to ensure both the safety of your artwork, and to greet folks as they pop in. The event takes place from 7pm - 10pm (time to be confirmed) on **Thursday, June 1st**. Your exhibit must be ready to go by that time, and takedown schedule should be discussed with the property owner in advance.
- **Does my work have to be for sale??**
  - No, it doesn't have to be, but **this is a great opportunity to sell work if you want to**. If you do, you are responsible for all artwork sales. Interested patrons should be encouraged to contact you directly and you may leave business cards or other contact information at the venue, along with a price list for your artwork. You are welcome to discuss with your local business host if you'd like to display the work longer than one night.
- **Who sets up/takes down my artwork?**

- You are responsible for the setup and takedown of artwork, including but not limited to: providing any hardware & tools necessary to the install. All logistics must be discussed with the venue owner in advance. You are also not limited to 2D or 3D work: if you are hosting an event or musical performance, this should also be arranged between you and the hosting business.
- **How will my exhibit be promoted?**
  - KIAC will include your exhibit as a numbered stop on the Gallery Hop map and will handle promotion and social media for the event (though you are welcome to help!). We will provide a laminated map and stop number to be displayed at your venue for the evening.
  - KIAC will also document the highlights of the evening and photos will be used for YRAF promotion, with proper credits.

**Participating artists are expected to:**

- Secure an exhibit location or venue (a business, a building, an outdoor location, etc); or, contact KIAC to be matched with a business that is looking for an artist.
- Communicate with the business or property owner to discuss logistics.
- Be fully responsible for the set up and take down of your artwork.
- Complete a short form which will provide KIAC with: your name, social media handles, artwork title/s, exhibit summary & promotional blurb.

**To participate:**

Please send an email to [yraf@kiac.ca](mailto:yraf@kiac.ca) with the subject line "Gallery Hop". Make sure to include your name, a short bio and a short description of the exhibit or artwork you would like to present, and any relevant photos, if available. Please let us know if you have a venue or location in mind, or if you'd like KIAC to pair you with a participating business.

**Questions? Please reach out to Festival Coordinator Sol Suarez at [yraf@kiac.ca](mailto:yraf@kiac.ca)**

**Deadline to sign up for Gallery Hop is May 24th, 2023**

Thank you so much for your time and we hope that you celebrate YRAF 2022 with us!