

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 business owners 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.

Businesses are invited to participate in a way that makes sense for their operations. In the past, businesses have hosted exhibitions with food and drink, displayed artwork in their windows, offered exterior space for installations, hosted live music/performances/open mics, etc.

Is your business interested in participating in the Gallery Hop? Learn more:

- **How are businesses and artists matched?**
 - KIAC will list your business as an available venue so an artist may approach you, or you are welcome to seek out an artist on your own.

- **When does the event take place? When must I be open?**
 - The event takes place from 7pm - 10pm (time to be confirmed) on **Thursday, June 1st**. Your business must be open to the public during these hours, even if they are outside of your regular operating hours. If you are providing exterior space (yard, porch, windows, etc), remaining open is optional.

- **Who will handle the sale of artwork?**
 - You are *not* responsible for any artwork sales. Interested patrons will contact the artist directly. You are welcome to discuss with the artist if you'd like to display the work longer than one night.

- **Who sets up the artwork?**
 - You are *not* responsible for the setup of artwork, the artist will take care of all logistics, however we encourage a venue staff member to be available for questions during the setup.

- **What else can we do to make it special?**
 - You are invited to “make an evening out of it” - this will look different for each business. Maybe offer a special menu item, or offer complimentary snacks, a discount to your merchandise, a funky playlist, anything to bring a special flair to the evening.

Participating businesses are expected to:

- Provide a venue (yards, porches and windows are welcome too!)
- Communicate with the artist to discuss setup logistics
- Send KIAC any details about the evening that we could include in our schedule
- Provide a .jpeg or .png logo to KIAC for promotion.

KIAC will:

- Include your business on our Gallery Hop map
- Handle all promotions (you are welcome to help!)
- Provide you a laminated stop number to display at your business
- Thank participating businesses on social media, and in our newsletter
- KIAC will also document this evening and photos will be used for YRAF promotion, with proper credits.

To participate:

Please send an email to yraf@kiac.ca with the subject line "Gallery Hop". Make sure to include your name, the name and address of your business, and a short description of the space you wish to provide (photos welcome too) to an artist. If you have an artist in mind, please let us know.

For example: "3 large windows" or "small red wall" or "in our front yard" etc. We will follow up with you to discuss details.

Questions? Please reach out to Festival Coordinator Sol Suarez at 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 2023 with us!