



# Greenwich Arts Council

## Art to the Avenue 2019 Retail/Restaurant Information

### What is Art to the Avenue?

Art to the Avenue is an opportunity for stores and restaurants to participate in an exciting festival celebrating Greenwich's vibrant business district and the arts. From Thursday, May 2<sup>nd</sup> to Monday, May 27<sup>th</sup> Central Greenwich becomes a strolling gallery because you, as members of the retail community, participate by exhibiting original paintings, photographs or sculpture in your establishment and its windows. **2019 Is the 22<sup>nd</sup> anniversary of Art to the Avenue - a special event for the town of Greenwich!!**

### Who can participate?

All retailers/restaurateurs in the Central Greenwich Business District are invited to join the Arts Council and be a part of Art to the Avenue. Your registration fee, **which includes a GAC individual membership**, helps to support the Arts Council's services and programs like Art to the Avenue. Last year over 110 artists exhibited in 90 locations.

### How do we do sign up?

Simply fill out the enclosed registration form and mail it with your check to the Greenwich Arts Council, 299 Greenwich Avenue, Greenwich, CT 06830 or fax the form with credit card information to our office (203-862-6753). **The registration form and fee needs to be submitted by Wednesday, February 20<sup>th</sup>**, to ensure that you are included in the Art to the Avenue Map/Guide. **Retailers/Restaurants who register by the deadline will be eligible to have their location entered in a raffle for one participating retailer to win a half page ad in an upcoming issue of Serendipity magazine!** (The winning retailer/restaurant will be required to send "exact wording" and any art needed to the magazine to produce the ad).

### How is the program promoted?

In addition to **all-media publicity**, the colorful event **Map/Guide**, showing both retailer/restaurant and artist participants, will be distributed at each store and sent to all **Greenwich Time** subscribers and **the Arts Council's mailing list**. There will be a large color ad in **Serendipity Magazine**. Each participating retailer will receive a **sign to post in their store window** as well.

### When do I choose an artist?

**Retailers who register at the \$175 or above levels will be invited to a light continental breakfast at the Greenwich Arts Center on Wednesday, February 27<sup>th</sup> from 8:30 to 10 AM and will be able to select their artist during that time slot.** Open Selection for all other registered retailers/restaurants will take place on **Wednesday, February 27<sup>th</sup> from 10 AM to 4 PM and Thursday, February 28<sup>th</sup> from 9 AM to 2 PM.** Samples of participating artists' works and their portfolios will be displayed. We urge you, or a representative, to attend this "preview" to make your choice. If you are unable to attend, you may make an appointment to come to the GAC office to select an artist for your location.

**Retailers are also invited back to the Greenwich Arts Council on Thursday, February 28<sup>th</sup> (Snow Date: Friday, March 1<sup>st</sup>) from 5 to 7 PM for the Preview Party to meet fellow participating Retailers and Artists.**

### What is the next step?

Your selected artist will contact you to arrange a mutually convenient time for you to meet to choose the works of art that you wish to exhibit (**a minimum of 2 art pieces**) and decide on how they will be displayed. Many retailers exhibit artwork both inside their stores and in their windows. Some choose to display the work of more than one artist.

### When does Art to the Avenue start?

**Opening Festivities are Thursday, May 2, 2019 from 5:30 to 8 PM.** Many stores host opening night receptions to introduce their artist to the public. This means more exposure for both the store and the artist's work. In addition, we plan to have performance artists, musicians and strolling minstrels to create excitement throughout the business district. **We urge you to participate!**

### Is the artwork for sale?

Yes! But in order to simplify the process for you, all sales transactions and completion of the sales receipts will be handled by the Greenwich Arts Council's office. All sales support the Greenwich Arts Council's wonderful educational programs.

**Questions?** Contact the Arts Council at (203) 862-6750