



Chalk & Cheese Fest – August 24, 2024

Call for Artists

PATH invites eligible artists to apply for consideration to create temporary works of art using chalk on the sidewalks and/or streets in and around City Park in Platteville, Wisconsin as part of Chalk & Cheese Fest, August 24, 2024.

FESTIVAL DESCRIPTION: The 5th Annual Chalk & Cheese Fest will include a chalk festival open to artists of all ages and abilities, local food – cheese (and more), and music. Artists will create colorful artwork on the sidewalks and streets in and around City Park. Visitors will be able to watch the art as it unfolds. All will have the opportunity to create their own chalk art, try regional cheeses, and listen to live music. The event will feature 4-6 commissioned, professional chalk artists creating larger works.

LOCATION: City Park, Platteville, Wisconsin. City Park is located one block off Main Street in downtown Platteville. The one-square block park is crisscrossed with 8 sidewalks. Professional artists will work on sidewalk or street surfaces around City Park, sites still TBD.

FESTIVAL DAY: Artists are to be on-site 8 am-6 pm on Saturday, August 24. Chalk & Cheese Fest is open to the public 8 am-8 pm. Artist check-in and workspace preparation opens at 8 am, Saturday, August 24.

ELIGIBILITY: Chalk & Cheese is open to all artists.

DEADLINE TO APPLY: All applications must be received by April 30, 2024. Artists will be notified via email in May 2024.

ADDITIONAL INFORMATION, INSTRUCTIONS AND RULES:

1. All artwork must be an original creation. Images may not incorporate copyrighted materials and must be appropriate for public viewing by people of all ages; so no profanity, political commentary, nudity or adult content is allowed. No words, symbols or logos intended as advertising may appear within the chalk drawing image. Inclusion of any of these items will result in immediate removal of your art.
2. Only non-toxic, environmentally safe, **non-oil-based** soft chalk/pastels and paints may be used for the street painting. Acrylic paints, spray can pastels, oil-based pastels, hard pastels, etc. are not acceptable.
3. PATH will conduct a People's Choice Award contest. Professional, commissioned artists will be judged separately from participating amateur artists. The winners will be announced at 5:30 pm and will receive a gift bag of nominal value and recognition on the PATH social media.

PATH will provide:

One set of soft pastels

An 8'x8' or 8'x10' square of sidewalk or street. Other dimensions available upon request and approval by PATH, but overall square footage must be at least 60 sq. ft.

Access to an indoor area, stocked with water and light refreshments throughout the day and a complimentary box lunch.

Significant visibility and exposure, including artist listing on PATH social media, festival map, and more.

A \$300 honorarium to cover the artist's time, travel expenses and lodging. For a list of lodging options or assistance with lodging, please contact the PATH committee.

Artists are responsible for:

- All materials, including—but not limited to—additional chalk, gloves, paper towels, blending tools, baby wipes, shade tents, rain protection, etc.
- Arriving on time, completing their piece by 4 pm, and staying for the duration of the festival.

QUESTIONS: Angie Wright: (608) 778-9652 or plattevillepath@gmail.com

TO APPLY: Please use the attached application form and email the completed form and attachments to plattevillepath@gmail.com

PATH is a subcommittee of the Rountree Gallery. Rountree Gallery is located at 120 West Main Street in Platteville, Wisconsin and is dedicated to actively promoting the creation, appreciation, and education of visual arts in our community and surrounding area. The Gallery strives to make art accessible to the public by hosting quality exhibits, by acquiring and preserving a permanent collection and arts resource library, and by offering educational opportunities to all ages.



Professional Chalk Artist Application

Chalk & Cheese Fest, August 24, 2024 | Hours 8:00 am to 6:00

pm *Note: Prep work can start at 8 am and clean up must be complete by 6 pm.*

Artist's Full Name: _____

Email: _____ Phone _____

Website: _____

Address: _____ City _____ Zip _____

Desired Dimension of Chalk Block:

Must be at least 8'x8'. If you need a larger block list it now.

Dimension size requested is: _____ x _____

Is your piece Horizontal or Vertical? _____

There are a limited number of professional chalk artist positions available. Please submit:

- Three photos of pieces from past chalk art events for review.
- Resume/CV
- Sketch of proposed design (there is not a theme but design must be family-friendly)

Stipend for this event is a max of \$300 per artist. We are only selecting 4-6 artists at this time. A box lunch and snacks and water will be provided on Saturday. As sponsorship comes in we might be adding more artists.

Once your piece has been approved, your contract will be sent to you.