

Guidelines & Rules for Chalk Artists

ARTISTS

- Only registered artists may participate in the WMCAF. Payment must accompany registration.
- All artists must read, agree to and sign an Artist Disclaimer & Waiver to participate.
- Art square spaces will be assigned at registration by WMCAF staff.
- Art square preference will be given to pre-registered artists.
- Artists should be finished by 3 pm on Saturday for judging*. *Note: Judging may be delayed due to weather.*
- Adult, Youth & Family/Team Artists spaces will be a minimum of approximately 8 ft X 8 ft.
- Additional space may be available for additional cost.
- Adult, Youth & Family/Team Artists may use all or part of the assigned space.
- All Artists may register additional chalk art for an additional fee.
- Chalk Art Festival Volunteers will be around to assist you. Do not hesitate to ask for chalk, water, etc.
- Other than Byron Community Wellness Foundation or West Michigan Chalk Art Festival approved donations, grants or sponsorships, artists agree to not accept payment, donations, fees, sponsorships or non-monetary gifts or awards of any kind for their work done as a registered participant in the WMCAF. Any violation of this policy will result in disqualification from judging and artist will return any award that was paid.

CHALK

- ONE 24 box of Pastel Chalk will be provided for Adult, Youth & Family/Team Artists registered.
- Additional Chalk will be available at the registration area for a fee, please ask the volunteers.
- If you need additional colors, you may share or exchange chalk with other artists
- You may also purchase or use your own chalk but it **MUST** be water-based.
- We ask that you return unused chalk to the Artist Check-in.
- To maintain the unique concept of “chalk art” and the public appreciation for this unique art form, the art must be done with typical colored chalk sticks. Permission to use chalk diluted in water for background only must be obtained from WMCAF staff prior to beginning. Failure to comply will disqualify from judging.
- Only CHALK can used for drawings. No paint, crayon, ink or other non-washable or permanent products will be allowed. Use of any non-chalk or non-washable products will disqualify the art and artwork and artist will be responsible for cost of clean-up. No Spray Chalk or Marking Chalk may be used.
- Hair Spray may be used on chalk art. No other fixatives may be used on the chalk drawings.

ART & ARTIST RULES

- Chalk art only to be produced in designated and assigned areas.
- Artist Site Poster with assigned Artist Number **MUST** be visible at all times.
- The art created must be suitable for public and family viewing (no nude or lewd work).
- No words, symbols or caricatures intended as political statements may appear within the art.
- Art created must be culturally sensitive and appropriate, respecting the diversity promoted in our festival.
- Chalk art depicting or intended as an advertisement for a business, product or service are not allowed.
- No Banners, products, samples, promotional brochures allowed. Artist may hand out business cards.
- Chalk Art Festival Committee reserves the right to refuse, stop or eliminate objectionable art or art not consistent with WMCAF rules. The Chalk Art Festival committee’s opinion will be final. If artists have questions about their art, it is recommended they produce a paper copy of their art for prior approval.
- Please respect the other artists who are working near you. Do not walk on their paintings or have open beverage containers which could spill and destroy someone’s artwork.
- Please try to keep your supplies to a minimum and well contained by your space.
- **The event will go on rain or shine.** The artists are responsible for protecting their chalk art. Plastic drapes, tape, tents or canopies can be used as needed.
- Byron Community Wellness Foundation (BCWF) will use photographs and video to record the event, artist designs and artists.
- No boom boxes allowed. You may wear portable headsets.
- No pets, please!
- Your chalk art must only include chalk. Any nonchalk props or items used in the artwork will exclude art from judging. No business advertisements in the form of brochures or signage will be allowed in main categories.
- Chalk Art Festival is a TOBACCO FREE event. Artists using tobacco will be excluded from judging.

ARTIST TIPS The following tips are suggestions to help you:Selecting Your Image

- If reproducing an image originally created by another artist (living or deceased), it is important to credit the original artist and the title at the base of your painting.
- Make color photocopy of the artwork or bring the photo. Make several copies if more than one artist (team or family) will be working on the piece.
- If you want your proportions to be correct, consider drawing a grid over the photocopies using a ruler and thin marker. You can lay out a corresponding grid on the asphalt. An example is half-inch squares on the picture to 6 inch squares on the sidewalk. Mount photocopies on cardboard to make them easier to work with. A carpenter's chalk line is ideal for this.

Suggested Supplies:

- Wisk broom or brush for cleaning the drawing surface. Do not blow the dust particles
- A 2' x 2' piece of heavy fabric, carpet square or cardboard to sit or stand on to avoid smearing your work.
- A soft towel, gardener's pad, or knee pads to kneel on.
- A chalkboard eraser, foam, terry cloth or short-cut brushes for blending larger areas of color.
- Water and a cloth or sponge to erase unwanted parts of your design.
- Old towels or rags to clean up as necessary.
- Masking tape for creating sharp borders, geometry. Tape must be removed when finished.
- Additional chalk, if you need a lot of a certain color. Additional chalk may be available at nominal cost.
- Cotton, Latex or Nitrile gloves to protect your fingertips and assist in blending colors.
- Sunscreen, sunglasses, or a hat sun exposure.
- Canopies allowed, no more than 10X10 at its base.
- Refreshments (or they will be available for purchase). Keep open beverage containers away from paintings. No glass allowed.
- Camera to take photos of your creation!

Chalking Your Masterpiece

- Start from the top of the painting area and begin painting the image with the colored chalk.
- Lay a foundation of color using your fingers in small areas and a chalkboard eraser for larger areas.
- Fill in the details of the image using various shades of colored chalk. Blend colors to gain the right effect. Leave some chalk color unblended on the surface of the concrete to bring out colors, highlights and details.
- Work your way down the area of your painting.
- Do not blow or fan excess chalk into the air. It will dull your colors, and chalk dust is not good to breathe.
- To get intense color, apply the chalk more than once (the first time fills in cracks and crevices) and bear down hard. The second time is to let the chalk powder rest on the top of the bumps. Then don't touch it anymore!
- Sign your work when finished along with assigned number of the art square space.

IN CASE OF RAIN: Event will go on Rain or Shine!

It is recommended that artists cover their drawings with clear plastic in the event of light rain. It will be the responsibility of the artists to cover their own drawings with the sheets and weigh it down. Only in case of severe weather, the festival may be cancelled - unfortunately no refunds will be issued due to costs incurred by Byron Community Wellness Foundation.

Guidelines and Rules Disclaimer

The WMCAF Committee and Byron Community Wellness Foundation reserve the right to change or add to these rules, without notice. Byron Community Wellness Foundation sponsors the West Michigan Chalk Art Festival on Tanger Outlet Mall property. Tanger Mall management rules may supersede WMCAF / BCWF guidelines and rules and are subject to change without notice.

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