



## MainStreet of Fremont Color the Core

### *Guidelines & Rules for Chalk Artists*

#### **Artists**

- Artists must turn in applications with payment before the due date in order to participate in the event. (Available on [www.mainstreetfremont.com](http://www.mainstreetfremont.com))
- All artists must read, agree to and sign the Disclaimer & Waiver to participate. (Included on application.)
- Artists should be finished by 4 p.m. for judging/final voting.
- Spaces will be assigned by MainStreet of Fremont staff. Spaces will be sidewalk squares on the bumpouts along Main Street, approximately 6' x 6'. Each space may have variations in texture or cracks.
- Artists may use all or part of the assigned space.
- Asking for or accepting payment, donations, or fees for the work done as a registered participant in the Color the Core event is prohibited. Violation of this rule will result in disqualification from the festival.
- Volunteers will be available at the festival and the Information Booth, do not hesitate to ask for additional chalk or refreshments.
- Sunscreen/shade is the artist's responsibility. We advise you to bring hats/umbrellas/sunscreen/sunglasses. Gatorade and water will be provided to artists while supplies last.

#### **Chalk**

- One (1) set of water-based non-toxic chalk will be provided; however, if you are using a predominant color in your design, you may want to bring additional supplies. Only non oil-based soft chalk/pastels in a solid form may be used for the festival.
- Acrylic paints, spray can pastels, oil-based pastels, hard pastels, spray chalk, marking chalk, etc. are not acceptable. Fixatives may not be used on the chalk drawings.
  - Use of any non-chalk or non-washable products will disqualify the art and artwork and artists will be responsible for the cost of clean-up.
- Additional chalk may be available for purchase. Swapping chalk with other artists is allowed.

*MainStreet of Fremont, Inc. | 152 E 6th St, Ste 104 | Fremont, NE 68025 | (531) 344 - 5470  
director@mainstreetfremont.org | www.mainstreetfremont.org*



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- We ask that you return unused chalk to the Information Booth.

#### **Artist & Art Rules**

- Chalk art is to be produced only in designated and assigned areas.
- Artist Site Poster **MUST** be visible at all times.
- Artwork for the festival must be appropriate for public viewing by all ages. No words, symbols, caricatures, or logos intended as advertising or political statements may appear within the chalk drawing image.
  - No nude or lewd artwork.
  - Art created must be culturally sensitive and appropriate, respecting the diversity promoted in our festival, artists, and community.
- Art may be original or reproductions of other works. If art is a reproduction, the original artist must be credited in a visible location right under your piece.
- Artists may hand out business cards. We ask that art is not depicting or intended as advertisement for a business.
  - If a business/organization would like to sponsor an artist they may have a small sign posted stating the artist sponsor with their logo and information.
- Respect those around you.
  - Please do not walk on other artwork or have open containers that may spill and destroy someone's work.
  - Keep your supplies contained to your designated space within the festival.
- This event will go on rain or shine. Artists are responsible for protecting their chalk art. Plastic tape, tents, or canopies can be used as needed. *These items will not be provided.*
- This event will be photographed and videotaped. These photos and videos will be used to promote future events. They may depict artists, designs, etc.
- No speakers/noise makers of any kind will be allowed. You may use headphones if you wish.



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- The MainStreet of Fremont Promotions Committee/Staff reserves the right to disqualify artists at any point during the event if these rules are broken.

*The following tips are suggestions that you may find helpful:*

#### **Tips:**

- If reproducing an image that is not your own, be sure to credit the artist, do so by listing the artist and title at the base of your artwork.
- Make a color copy of the artwork or bring a photo; make several copies if there will be more than one artist creating the piece.
- You may consider sketching your artwork ahead of time on a piece of paper and drawing a grid over it that you can then create on the pavement. (Ex.  $\frac{1}{2}$  inch squares on a copy = 6 inches on the pavement.)
- You may want to mount copies on cardboard to make it easier to work with.

#### **Suggested Supplies:**

- Broom or brush for cleaning the drawing surface.
- A piece of heavy fabric, carpet square, or cardboard (2' x 2') to sit or stand on to avoid smearing the 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.
- Water and a cloth/sponge to erase as needed.
- Old towels or rags for personal clean up as needed.
- Masking tape for creating sharp borders. *The festival will provide a limited supply on a first come first serve basis. (Free to participating artists.)*
- Gloves to protect your hands or fingertips and assist in blending colors.
- Sunscreen/sunglasses/hat to protect against the sun.
- Refreshments - NO GLASS ALLOWED. *The festival will provide a limited supply on a first come first serve basis. (Free to participating artists.)*
- Camera to take photos of your creation!

#### **Chalking:**

- Go top to bottom when creating your image.

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- Lay a foundation of color with your fingers in small areas. For larger areas use a chalkboard eraser.
- Fill in the details of the image with various shades of chalk. Blend colors to get the proper effect. Leave some colors unblended on the surface to bring out colors, highlights, and details.
- Do not blow or fan chalk into the air.
- For intense color, apply chalk more than once. The first time will fill in cracks and crevices, the second time let the chalk powder rest on top of the bumps.
- *Sign your work when finished!*

#### **In Case of Rain:**

We recommend covering your drawing with clear plastic. It will be the artist's responsibility to cover the drawing and weigh it down. If there is severe weather, the festival may be canceled. *Refunds will not be issued due to costs incurred by MainStreet to host the festival.* MainStreet may try to reschedule the festival if at all possible.