



What is First Fridays Artswalk?

First Fridays Artswalk is a program of the Downtown Pittsfield Cultural Association (DPCA) that connects businesses, galleries, artists, and the community in an effort to put on an “Artswalk” on the first Friday of the month from 5 to 8 pm from May through September.

First Fridays Artswalk is a part of the City of Pittsfield’s First Fridays at Five also held on the first Friday of the month May through September.

Businesses and galleries join First Fridays Artswalk and agree to host a different artist or show in their venue each month. On the first Friday of the month, venues agree to stay open during the 5 to 8 pm time frame and host their featured artist at a reception with food/drink provided by the artist (or the venue if you wish to do so).

The Artswalk is self-guided. The Artswalk Coordinator creates a virtual tour and flyer featuring all venues and artists each month.

Venues are encouraged to keep the art up for the entire month.

Who is Our Audience? Artists, art appreciators, and art collectors. The First Fridays Artswalk is a relaxing way to spend an evening - socializing, enjoying art, meeting artists, and exploring what the downtown Pittsfield businesses have to offer.





Important Contacts

Artswalk Coordinator Email: info@firstfridaysartswalk.com
Need help finding an artist? Email info@firstfridaysartswalk.com

Downtown Pittsfield, Inc./Artswalk Phone: 413-443-6501

Mailing Address:

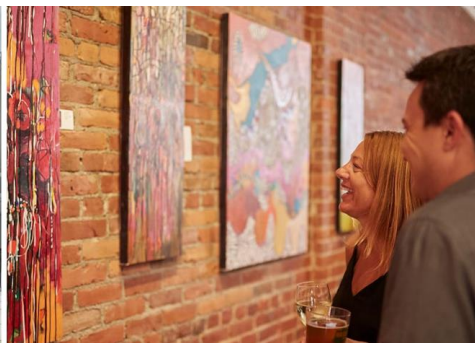
First Fridays Artswalk c/o Downtown Pittsfield, Inc.
431 North Street
Pittsfield MA 01201

Website: <https://www.firstfridaysartswalk.com>

Facebook Page: <https://www.facebook.com/FirstFridaysArtswalk>

Instagram: <https://www.instagram.com/firstfridaysartswalk>

X (formerly Twitter) Page: https://x.com/FF_Artswalk



What We Ask of You

1. We ask that you **be open to the public during the hours of First Fridays Artswalk, 5 to 8 pm on the first Friday.** We ask that you let us know explicitly if you will or will not be open by the deadline sent by the Artswalk Coordinator via email.
2. We ask that you **allow your featured artist(s) to host a reception in your venue** during the hours of First Fridays Artswalk so that they can celebrate their art show with friends, family, and Artswalk attendees.
NOTE that you are not required to provide any food/beverage items for your artist(s)'s reception, but you can if you like.
3. We ask that you allow your featured artist(s) to place **business cards or postcards** in your venue so that they can promote their art.
4. We ask that you allow us to **place First Fridays Artswalk maps/flyers, decals, A-frames, etc. in your location,** and we ask that you take care of these items and place them in a prominent location.
5. We ask that you try your best to **book your own artists from month to month.** Help from the Artswalk Coordinator is available for venues in need of assistance, but please ask early!
6. We ask that you **coordinate directly with your artist(s) as to appropriate times to hang and take down their art.** If we have booked your artist(s) for you, we will guarantee to provide you with their contact information, but we will not assist with logistics.
7. We ask that you **coordinate directly with your artist(s) to obtain the following information needed for promotional purposes.**

Please include ALL of the following:

- *Artist(s) name and their phone number(s) and/or email address(es)*
- *Digital image(s) of their artwork (high resolution i.e. 300 dpi if possible)*
- *Artist's statement and/or description of the art show (please include a title of the show if applicable and the mediums used)*
- *Special attractions/unique features of the show (including whether you are hosting an opening reception – be sure to include date and time)*

What We Ask of You

8. We ask that YOU promote your Artswalk event and featured artist.

As we all have a different database of contacts respective to our specific endeavors, it is a GREAT IDEA, and you are encouraged to promote your Artswalk events independently as well.

The Artswalk logo will be made available to you for use on your specific materials.

The link below will take you to a Dropbox folder where you can download First Fridays Artswalk and First Fridays at Five Logos.



<https://bit.ly/ArtswalkLogos>



TIPS FOR PROMOTING YOUR VENUE/ARTIST:

Once you've received an artist's statement, press release, image(s) and/or other artist information from your featured artist, you can share this information to your Facebook, Instagram, website, newsletter, etc.

Here are some suggestions:

- Create a Facebook event for your artist's opening reception.
- Create a Facebook and Instagram post for your artist's show and opening reception and tag First Fridays Artswalk.
- Share First Fridays Artswalk's Facebook event and status updates on your Facebook page.
- Create a page on your website listing current and upcoming artists.
- Email your contacts about the Artswalk event or include it in your e-newsletter.
- Create signage for your artists if they have not provided any.
- Always have a plastic frame available for your artists to put their artist statement or create a sign for them. Put this frame in a visible place, along with any business cards or postcards from the artist.



Venue's Monthly Checklist

_____ You have booked an artist for your venue for the upcoming month.

_____ If you do not have an artist for the upcoming month, you have contacted the First Fridays Artswalk Coordinator at info@firstfridaysartswalk.com so that they may help you find an artist.

_____ You have coordinated with your current and upcoming artist as to take down and installation of current and new works.

_____ You have discussed with the artist the terms of their reception (i.e. that they will be providing food/beverage or that you have opted to provide it for them).

_____ You have emailed the Artswalk Coordinator all of the requested information needed to promote your artist and reception by the deadline.

_____ You have marketed the artist/show/opening reception to your own contacts.

Where to Find Artists

If you don't have an artist lined up and need help finding one, here are some helpful local artist directories to review for possible candidates:

First Fridays Artswalk Artist Registry: <https://www.firstfridaysartswalk.com/artist-registry>

Art in the Berkshires: <https://artintheberkshires.com/pages/berkshire-artist-directory>

Guild of Berkshire Artists: <https://www.berkshireartists.org>

Berkshire Art Center Faculty Artists: <https://berkshireartcenter.org/faculty-artists>

Berkshire Art Association: <https://www.berkshireartassociation.org>



Artist Management

You will have to be in communication with your artists throughout the year, but it is not as hard or time consuming as it seems.

Here are a couple of tips:

- Make a sign-up sheet.**

Allow walk-in artists to sign up to be potential artists at your venue. Keep this list of artists in a binder. Take down complete contact information for every artist that signs up (email, phone, website). Confirm a date for them to show their art as soon as you've had a chance to review their work. Keep an ongoing list of confirmed artists and dates.

- Try to confirm artists for the entire year at once.**

Spend a half hour contacting your artists. Call them on the phone! Confirm that they are prepared and definitely showing their work at your venue. Tell them you are going to email them a couple of months before their scheduled month to collect information about their show but encourage them to send you the information as soon as possible. Exchange email addresses again to make sure there is no confusion.

- Do not wait until the last minute!**

If you can foresee that you will have difficulty finding an artist for a specific month, contact info@firstfridaysartswalk.com ASAP.





Sample Artist Agreement

Use of this agreement is not required, and it is provided for the purpose of example only. Commission and other fees are up to the determination of the participating venues and are not required.

FIRST FRIDAYS ARTSWALK ARTIST AGREEMENT

An agreement between _____ (ARTIST) and _____ (VENUE/BUSINESS OWNER), is made on this _____ day of _____ 2024, pertaining to art displayed at address Pittsfield MA from _____ to _____ 2024.

The artist agrees to deliver, hang, and arrange artwork at location working with staff, 1 to 4 days prior to the art opening date of _____, 20___. The artist agrees to waive any damage cost to the art if it occurs while in transport and during the time period it is on display. The artist will show their work at their own risk.

The artist will be responsible for all refreshments, music, and individual marketing related to their exhibit.

At the closing of the art show, if any items are left over past the end date, there will be a \$100 storage fee incurred to the artist. A commission fee of 25% will be paid for all art sales. The artist is responsible for the payment of Massachusetts state sales tax.

Artist Signature: _____

Date: _____

Venue Signature: _____

Date: _____