

ARTWALK 2009

October 16 – November 5

Are you a returning artist participant? Want to get in on this great community event? Here's some background on the Yonge Lawrence Village-BIA sponsored Artwalk.

Started five years ago, Artwalk is a BIA event, held in conjunction with The Fairlawn Neighbourhood Centre's Artshow, to promote local businesses and artists. The Artwalk builds retail awareness and customer traffic within the Yonge Lawrence Village area.

How does it work?

Participating merchants are assigned a local artist, whose' work compliments that business, and together they select a piece(s) and create a display in that business window or interior. This display is viewed by customers for the duration of the Artwalk and during this period a judging process takes place.

When do I get involved?

Interested artists, returning and new, are contacted in late August or early September to confirm their commitment. Then the Artwalk co-ordinator will contact them again in late September with the merchant name you have been assigned to and provide you with information about who to meet with. You are then responsible for taking some sample pieces to that merchant, and with them, selecting an appropriate piece(s). The artist and merchant work together to create a visually appealing display that will then be judged sometime during the duration of the Artwalk.

What's in it for the artist?

Past participants have benefitted by increased community awareness and inquiry and this has resulted in sales for some participating artists. In 2008, a total of 14 works were sold by various participating artists. Local businesses and artists make arrangements regarding sales and most businesses do not request any commission from Artwalk sales.

The BIA will focus solely on the Artwalk event in its' October promotional material. This includes ads in local print media, a full size bus shelter poster at Cranbrooke & Yonge streets and inclusion in the BIA directory distributed to over 13,000 area locations. As ongoing support, the BIA website (www.yongelawrencevillage-bia.com) has an area devoted to the Artwalk including participant names, photos, and information about how to get involved.

This includes names of all participating artists and their assigned merchant as well as photos of many displays on the BIA website for the duration of the year.

Artist names have also been included, for a small fee, in the 2008 North Toronto Artist Directory that is distributed at The Fairlawn Neighbourhood Centre's annual artshow. This show is traditionally attended by over 700 area residents.

Here are some of the comments made by past participating artists:

Not only has the Artwalk been a pleasure for me but it has made me a customer in the Cayman Islands who saw my painting in Mastermind! I subsequently sold a painting to that customer and shipped it to the Caymans. How's that for a story!
Lisa Rotenberg

A big thank you goes to all the businesses along Yonge St. that participated. The Artwalk brings so much culture to our community-- and to have our local businesses exhibit our work in their windows means so much to us as artists as well as members of this community. I have received many comments from local residents who look forward to seeing the array of artwork which appears in store fronts every fall, and I myself am encouraged by such a colourful event!
Thanks again!
Sandra lafrate

The North Toronto Group of Artists (NTGA) is very excited to participate in the Yonge & Lawrence Village Artwalk. This visual event provides a wonderful opportunity for the artists, merchants, and the community to celebrate the talented artists that reside in our neighbourhood. We are extremely appreciative of the time and effort placed on this project by the merchants and the Yonge & Lawrence Village-BIA. The Artwalk enhances our community by recognizing the importance of art in our daily lives.
Sonya Davidson
North Toronto Group of Artists

I just want to say how appreciative I am of the Artwalk event in our neighbourhood. As a visual artist, the biggest challenge I face is having my work seen .I think it's extremely effective when people can actually see our work, in person, as opposed to a web site or card.

I am presently working on a large painting for a client who saw my work on the Artwalk. This is the second painting commission I have done for her. I couldn't be happier. It's great to be supported by my own community!!
Sheila Victor, visual artist

It was quite a thrill to see five of my watercolours on the walls of Starbucks last fall as part of Artwalk. I consider myself an amateur painter, still learning, still taking classes. With so many accomplished artists in the neighbourhood, getting selected for the exhibit was a treat in itself. But when I sold two of my paintings

*as a result of it, I felt I had graduated to another level. Thank you BIA and Artwalk
for the opportunity.
Hilary Armstrong*

How do I get involved?

Any artist who has participated in the past will be contacted automatically by the event co-ordinator. Any new artists must have their work viewed by the co-ordinator, either in person or by e-mail/website, to ensure suitability. If there is space in the Artwalk available new artists will be notified.

If you are interested in taking part in Artwalk 2009 please contact Anne Rawson at 416-488-3446 or fnc@bellnet.ca