



RENO CHALK ART & MUSIC FESTIVAL

2023 ARTIST INFORMATION

Welcome to the Reno Chalk Art & Music Festival presented by Atlantis Casino Resort Spa! Please read the enclosed information and keep it with you throughout the weekend. It contains vital information on where/when to Check-In and what to expect once you get here!

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ARTIST CHECK-IN

Please check-in with the Special Events Staff before starting your piece. Check-In times are as follows:

- Friday 8am-10pm
- Saturday 8am-2pm
- If you do not check in during the above times, your space in the festival will be forfeited. We will not allow any check-ins after 2pm on Saturday, August 26th.

NEW IN 2023 - Artist Check-in will be at the Artist Retreat Tent inside the festival. Upon Check-in, you will receive your chalk (assorted color and black or white) and event t-shirt for the event – courtesy of the Reno Chalk Art Festival! You will also receive your space assignment at this time, which are first-come-first-serve. Please see the Festival Rules below for more detailed information.

ARTIST RETREAT TENT

This is where you can grab complementary snacks & water, and sit in the shade for a break, if needed. Please note: The Retreat Tent is for artists only, and is not open to family and friends.

RAIN OR SHINE

This event is held rain or shine. The area will be covered by tents to help with sun and heat protection for our artists. We will not allow plastic tarps to cover the paintings. Our event patrons come and go at all hours and we want to ensure they can view your art throughout the weekend.



RENO
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& MUSIC FESTIVAL

2023 SCHEDULE OF EVENTS

FESTIVAL HOURS

Friday, August 25th

- 8AM – Event opens to the public
- 8AM to 10PM – Artist Check-In
- 8AM to 10PM – Artist Work Hours
- 10PM – Event ends

Saturday, August 26th

- 8AM – Event opens to the public
- 8AM to 2PM – Artist Check-In
- 8AM to 10PM – Artist Work Hours
- 10PM – Event ends

Sunday, August 27th

- 8AM – Event opens to the public
- 8AM to 12PM – Artist Work Hours
- 12PM to 1PM – Judging
- 1PM – Awards Presentation
- 5PM – Event ends

ARTIST RETREAT TENT HOURS

Friday, August 25th - 8AM to 10PM

Saturday, August 26th - 8AM to 10PM

Sunday, August 27th - 8AM to 3PM



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2023 COMPETITION RULES

All artists entered in the competition will be expected to follow the rules below. Artists may be disqualified at the discretion of event management.

Please note that artists entered in the Individual Division (ages 16+) may not have any assistance with their piece. Team Division is limited to 2-4 people, and Student Division artists must be between 12-15 years of age with a parent/guardian present during work hours. If these guidelines are not followed, the artist(s) may be disqualified from the competition.

SPACE ASSIGNMENTS

Space location assignments will be first-come, first-serve. We will not be accepting requests for space assignments, unless there is a handicap accommodation needed.

Be mindful & respectful of your neighbors. Please do not step into the spaces around you, as it will affect your fellow artist. If you have handicap accessibility issues regarding your space, please contact the Artist Liaison, Christine Verrier prior to the start of the festival.

ARTIST WORK HOURS

Artists must work on their drawings during the approved work hours, but are not required to work for the entire duration of the festival. The unique draw of attendees to the Festival is based on our guests' ability to see the artists in action. Artists may NOT work on their art outside of these Artist Work Hours.

We highly recommend you provide a finished mock-up of your piece, and tape it to the bottom corner of your assigned space. This lets our attendees see the finished work, while it's all coming together!

Artist Work Hours are defined as:

Friday, August 25 – 8AM to 10PM

Saturday, August 26 – 8AM to 10PM

Sunday, August 27 – 8AM to 12PM

Your work must be completed by 12PM on Sunday, August 27th. Judging for each of the art categories begins at 12PM on Sunday, August 27th. The Awards Presentation will take place on stage at 4PM. Please report to the stage no later than 3:45PM. People's Choice Voting begins at 2pm on Saturday, August 26th.

PROHIBITED ITEMS

- Tarps or plastic to cover your art
- Outside alcoholic beverages
- Art or other items to sell to the public
- Literature about outside organizations (exception: galleries where you show)
- Oil-based Pastels, spray chalk, or "sidewalk" chalk
- No Camera tripods or drones
- No large umbrellas (for sun protection)
- No mobile stereos (boom boxes)
- No vulgar or sexually explicit art pieces allowed – please keep in mind this is a family event!



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INFO REGARDING TEMPERA PAINT USAGE

Artists can use watered-down tempera (as a background only). This is like priming your canvas in prep for your chalk drawing. Please make sure all paint containers have lids and that used brushes are not left lying around. There is no on-site place to clean out used brushes, please bag them and clean at home.

Please note: If you do not use tempera paint properly and it damages Atlantis property, you will be held liable for the repairs.

- Tempera paint is a temporary paint, unlike acrylic. Acrylic paint is NOT allowed, nor any mixture containing acrylic paint.
- There is not a set mixture ratio of tempera paint to water as differing brands vary a great deal in how much pigment they contain. Generally, tempera paints sold for artists rather than kids contain more pigment and can be thinned down more with water. Some kid's tempera paint can only take a little water.
- Thinning ratios also vary due to the color you are using - reds, yellows and oranges are done with transparent pigments so even higher quality tempera paint cannot be thinned very much. Blacks, whites and browns tend to be the most opaque.
- Tempera paint is not applied thickly or in multiple coats. It normally needs to be thinned down to a level where it will cover the asphalt or cement in one coat without becoming transparent, but at the thinnest layer possible to do so. Thick paint is soft, even when dried, and difficult to paint on. It also makes the most mess if the painting ends up getting rained on, bleeding out the furthest into other paintings. The goal is to coat the surface just enough to help boost your color coverage and make the surface more receptive to the pastels, but still retain the "tooth" or texture of the underlying ground surface.

PHOTOS

Atlantis will be taking photos of all artists' works at the event for future promotional use of the event. By participating in the event, you, the artist agree to the use of your art and your likeness for these purposes.

2023 AWARDS & PRIZES

The Awards Presentation will take place on stage at 1PM on Sunday, August 27th.

Artists must be present to receive their prize. Please report to the stage no later than 12:45PM.

Our judges will be observing your hard work during the event and determining the winners.

Prizes will be awarded for the following categories:

- 1st Place – Individual Division
- 1st Place – Team Division
- 1st Place – Student Division
- Best Use of Color
- Best 3D Piece
- Best Reproduction of a Master's Work
- People's Choice (spectators will vote during the event to determine this winner)

We will award a mix of cash and prizes.



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2023 GENERAL INFORMATION/FAQ

There will be large tents throughout, which will help our artists work more comfortably. Keep in mind, the weather will still be hot – please prepare accordingly!

Suggested Items to Bring

- o Sunglasses & Sunscreen
- o Long sleeve shirts and pants (these will keep you cooler)
- o Wide-brimmed hat
- o Small item to sit on or kneel on (milk crate, garden kneeling pad)
- o Postcards or business cards to promote yourself
- o Small battery powered lights to light your workspace at night
- o Handi-wipes, rubber gloves, sponges, spray bottles for working on your piece
- o CHALK!

FAQ

1. What if I am not available to start working on Friday at 8am?

- Artists may check in anytime on Friday from 8AM-10PM and Saturday from 8AM-2PM. We do suggest starting your piece on Friday night at the latest, to ensure you have time to finish your piece. We will not accept any artists on Saturday after 2PM.

2. May I bring family and friends with me to the event?

- Absolutely, we encourage friends and family to support this event! However, please remember that they are not able to assist you with your piece in any way, nor will they have access to the Artist Retreat Tent. Artists will be given two entry tickets. Anyone else, 18 over will need to purchase a ticket.

3. If my child is competing in the Student Division, do I need to be present?

- Yes. We do require a parent or guardian to be present with any minor.

4. Does Atlantis provide chalk to the artists?

- Each artist/team will receive complimentary chalk – one box of color and your choice of black or white chalk.

5. What amenities are available inside the Atlantis Casino Resort Spa?

- We encourage our artists to take a break during the day and enjoy all the resort has to offer. The Atlantis has seven fantastic dining outlets, an indoor and outdoor pool, fitness center, arcade and more!
- Artists also receive a discounted hotel rate, so please inquire with the Atlantis Reservations Department, and mention you are participating in the contest. You'll stay well-rested and comfortable while you're not working on your masterpiece!



2023 EVENT MANAGEMENT CONTACTS

We thank you for your participation and hard work! If you have any questions, please feel free to contact us. We look forward to a fantastic festival this year and many more to come!

Best regards,

The Reno Chalk Art Festival Team

For Questions regarding the 2023 Chalk Art & Music Festival:

Liquid Blue Events

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