

2nd Friday ArtAbout

ArtAbout is a free artwalk that takes place the evening of the 2nd Friday of every month. Submission forms are located at pencegallery.org/events/artabout/. Here are some guidelines on how to host a successful ArtAbout event!

Looking for an artist to host?

- Complete the online submission form, *Venue Looking for Artist*.
- We will contact you with possible artist options to choose from.
- You must reach out to the artist to discuss installation dates, reception & other event details.
- After you and the artist have established your event, complete the *Venue or Artist with an Event* submission form by the 3-week deadline prior to the ArtAbout.

Already have an artist/event planned?

- Complete the submission form, *Venue or Artist with an Event*, by the 3-week deadline to be included in the ArtAbout guide & marketing materials. Include all of the details listed below.
- Name/address of venue & information on who to contact regarding the ArtAbout event
- Exhibit details: title, artist, medium, type of event, event date/time, event/exhibit description
- 1 - 3 high quality images for us to use for marketing, social media, and guide; must have the artist's name and artwork title in the file name for crediting (accepted files: .jpg, .jpeg, .png, .pdf)
- Choose *Yes* or *No* if you would like a portion of the printed ArtAbout guides (these are provided to the venues for free). The guide will also be shared digitally prior to the event.

Additional tips to have a successful event:

- Meet with your artist ahead of time to discuss the space/installation process & other event details.
- Include in your event submission if you will have food or refreshments, live music, an artist demo, etc.
- Use photos from the artist and/or create an event graphic to share on your social media pages.
- Spread the word through your friends, contacts, and social media pages, website, or email subscription.
- If you requested printed ArtAbout guides, make sure to pick them up prior to ArtAbout so visitors can see and take them throughout the week - we will notify you when they are ready for pickup at the Pence (usually a week before ArtAbout).



Artist reception for Rita Glazar Bunch at Logos Books in December 2022

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