



BERKLEY STREET ART FEST



Rules for Chalk Artists

ARTISTS

- Only registered artists may participate in the Berkley Street Art Fest (BSAF). Payment must accompany registration.
- All artists must read, agree to and sign an Artist Disclaimer & Waiver to participate.
- Art square spaces will be assigned at registration.
- Some spaces have may have cracks or texture variations.
- Artists should be finished by 3:30 pm on Saturday for judging.
- Adult, Youth & Family/Team Artists spaces will be a minimum of approximately 5 ft X 5 ft.
- Additional space may be available for additional cost.
- Adult, Youth & Family/Team Artists may use all or part of the assigned space.
- If youth artist, adults can be near to cheer on but cannot help with drawing.
- Team/Family – limited to 4 people per team/family and must be listed on registration form (can change day of event at check-in table).

CHALK

- ONE 24 box of Pastel Chalk will be provided for Adult, Youth & Family/Team Artists registered.
- Additional chalk will be available at the registration area for a fee, please ask the volunteers.
- If you need additional colors, you may share or exchange chalk with other artists
- You may also purchase or use your own chalk but it **MUST** be water-based.
- Only CHALK can used for drawings. No paint, crayon, ink or other non-washable or permanent products will be allowed. Use of any non-chalk or non-washable products will disqualify the art and artwork and artist will be responsible for cost of clean-up.
- Some chalk may be crushed and diluted in water to assist the artist.
- No Spray Chalk or Marking Chalk may be used.
- Hair Spray may be used on chalk art. No other fixatives may be used on the chalk drawings.

ART & ARTIST RULES

- Chalk art only to be produced in designated and assigned areas.
- Artist Site Poster with assigned Artist Number **MUST** be visible at all times.
- The art created must be suitable for public and family viewing (no nude or lewd work).
- Art created must be culturally sensitive and appropriate, respecting the diversity promoted in our festival, artists and community.
- Chalk Art Festival Committee reserves the right to refuse, stop or eliminate objectionable art or art not consistent with BSAF rules. The Chalk Art Festival committee's opinion will be final. If artists have questions about their art, it is recommended they produce a paper copy of their art for prior approval.
- Please respect the other artists who are working near you. Do not walk on their art or have open beverage containers which could spill and destroy someone's artwork.
- Please try to keep your supplies to a minimum and well contained by your space.
- **The event will go on rain or shine.** The artists are responsible for protecting their chalk art. Plastic drapes, tape, tents or canopies can be used as needed.
- Berkley Area Chamber of Commerce will use photographs and video to record the event, artist designs and artists.
- No music allowed. You may wear portable headsets.
- No pets, please!
- Your chalk art must only include chalk. Any non-chalk props or items used in the artwork will exclude art from judging.
- Chalk Art Festival is a TOBACCO FREE event. Artists using tobacco will be excluded from judging.
- No asking for donations for causes or any other reason allowed.



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Guidelines/Tips for Chalk Artists

Selecting Your Image

- If reproducing an image originally created by another artist (living or deceased), it is important to credit the original artist and the title at the base of your painting or on a 3X 5 card.
- Make color photocopy of the artwork or bring the photo. Make several copies if more than one artist (team or family) will be working on the piece.
- If you want your proportions to be correct, you might consider drawing a grid over the photocopies using a ruler and thin marker. You can lay out a corresponding grid on the asphalt. An example is half-inch squares on the picture to 6 inch squares on the sidewalk. Mount photocopies on cardboard to make them easier to work with. A carpenter's chalk line is ideal for this.

Suggested Supplies:

- Wisk broom or brush for cleaning the drawing surface. Do not blow the dust particles
- A 2' x 2' piece of heavy fabric, carpet square or cardboard to sit or stand on to avoid smearing your work.
- A soft towel, gardener's pad, or knee pads to kneel on. Some carpet squares available at registration.
- A chalkboard eraser, foam, terry cloth or short-cut brushes for blending larger areas of color.
- Water and a cloth or sponge to erase unwanted parts of your design.
- Old towels or rags to clean up as necessary.
- Masking tape for creating sharp borders, geometry.
- Additional chalk, if you need a lot of a certain color. Additional chalk may be available at nominal cost.
- Cotton gloves to protect your hands. Latex or Nitrile gloves to protect your fingertips and assist in blending colors.
- Blankets, chair, knee pads to stay comfy while you draw.
- beverages/snacks
- Sunscreen, sunglasses, or a hat sun exposure.
- Canopies allowed, no more than 10X10 at its base.

Chalking Your Masterpiece

- Start from the top of the painting area and begin painting the image with the colored chalk.
- Lay a foundation of color using your fingers in small areas and a chalkboard eraser for larger areas.
- Fill in the details of the image using various shades of colored chalk. Blend colors to gain the right effect. Leave some chalk color unblended on the surface of the concrete to bring out colors, highlights and details.
- Work your way down the area of your painting.
- Remove the masking tape to reveal clean, crisp outlines.
- Do not blow or fan excess chalk into the air. It will dull your colors, and chalk dust is not good to breathe.
- To get intense color, apply the chalk more than once (the first time fills in cracks and crevices) and bear down hard. The second time is to let the chalk powder rest on the top of the bumps. Then don't touch it anymore!
- Sign your work when finished along with assigned number of the art square space.

IN CASE OF RAIN: Event will go on Rain or Shine!

It is recommended that artists cover their drawings with clear plastic in the event of light rain. It will be the responsibility of the artists to cover their own drawings with the sheets and weigh it down. Only in case of severe weather, the festival may be cancelled - unfortunately no refunds will be issued due to costs incurred by Berkley Area Chamber of Commerce.

Guidelines and Rules Disclaimer

The BSAF and Berkley Area Chamber of Commerce reserve the right to change or add to these rules, without notice.