

Third Avenue Arts Festival

Italian Street Painting information

Thank you for being a part of the Bottle Works' Third Avenue Arts Festival, July 13, 2019! We are super excited for you to bring your creativity and artistry to the streets of Cambria City, literally! In this packet you will find the following information:

- Details on the Third Avenue Arts Festival
- Details about the art submission process
- And some technical tips and suggestions on how to paint your art on the street, once your art submission is approved.

Again, thank you so much for being a part the festival. If you have any questions or concerns, please contact Matt Lamb, at 814.535.2020 or via email mlamb@bottleworks.org

Street "Painting" Chalk Art Murals - This is a huge and very special part of the Arts Fest - again showing off our talent, and letting people see how a masterpiece comes to life! Minimum size 6' X 4', no max size. This will take place Saturday/Sunday. If you can only do one of the days, that's fine too but please let us know.

Here is what you need to know for the festival:

- All participants must submit a sketch for your potential space to be juried by **July 5, 2019**. Once approved, you will be notified.
- Street Painting begins on 10:00 a.m. on July 13 and continues until 6:00 PM. We advise you to come early to find parking and your space.
- All street painting should be completed Saturday.
- Chalk supplies for the street painting are provided by the Bottle Works and other community sponsors. You may find the name of the supporting company by your square. Please try to keep that business name visible while working.
- Our marketing team will be around taking pictures as you work; we hope you do the same. Please post your work on your Facebook page with the hashtag #3rdAveArtsFest.
- Your canvas will be hard asphalt. It is also a good idea to bring gardening knee pads, portable working light to protect images overnight, clear vinyl awning to cover the painting in case of rain, rulers, yardsticks, cardboard to sit on, and an assortment of masking tape.
- Artist should also bring several copies of your sketch to draw from. Please place your copies in a plastic sleeve.

Dress code:

Be sure to dress comfortably, selecting clothing that you are not afraid to get messy and that are easy to move in. We also advise you NOT to wear low cut shirts as you will be on your hands and knees. Bring a hat and sunscreen. The pavement may be hot.

Other Tips and Suggestions

1. Bring at least 2 color copies of your square sketch.
2. To begin your square, use a color chalk that you WILL NOT need in your drawing to sketch your image. Stand up, study your drawing and make corrections frequently. Use the grids to help you with proportions.
3. Most street painters paint from the top of the square and work their way down. Lay in a base coat to fill in the asphalt bumps, then begin building up blended layers. Try avoiding using black and white as shading and tinting colors. Need to darken an area...try dark green, blue or purple instead.
4. Sitting on cardboard or kneeling using gardening knee pads are the most common drawing positions. Using the cardboard to sit on will prevent smudging and protect the drawing.
5. Erasing can be achieved by using a wet sponge, a stiff bristle paint brush, a chalkboard eraser or Styrofoam packing wrap. Masking tape is handy when trying to create sharp lines and edges.
6. DON'T USE YOUR FINGERS TO BLEND.
7. Moist towelettes are great for hand cleaning.
8. Be sure to talk to onlookers.
9. HAVE FUN!