

SIERRA VISTA MALL  
STOREFRONT ART GALLERIES



Urban Artist Flash Mob

Sierra Vista Mall has again opened up an opportunity for individual artists and art associations to display and sell their work in their unused display windows. The Mall has always been a supporter of local art and artists and this is no exception. Acceptable media: All fine art media, pottery, glass, hand-made jewelry, ceramics, metal and wood works, tribal art, fine art photography, digital photography (digitally altered photographs) and digital art (art created entirely by the artist on the computer).

This year there are also other options open at the Mall in addition to the Storefront Art Galleries:

- A Saturday show case displays in the common areas of the malls
- A table in front of the art displays
- Doing any creative artwork publicly that shoppers can observe
- Anything new, different, out of the box to do in 2012; the mall is open to anything that would work for the mall and the artists

STOREFRONT GALLERIES AVAILABLE

1001 – San Joaquin Clay and Glass.  
1007 – A to Z Sports Memorabilia  
1011 – Available — 2 windows both large  
1041 – Clovis Art Guild—1 window available  
1081 – Available 1 large window & one tiny one  
1079 – Art-Tique—1 window available  
1095 — 2 windows available  
1115 / 1117—1115 does not have display windows; It has a large wire gate.; 1117 has 2 windows. Both of these areas will have events off and on in the rooms. If the room has an event scheduled, it will be up to the individual artist (s) or group(s) as to whether or not to:

- ◆ Choose *Not* to set up art.
- ◆ Set up art and leave it if it does not conflict with **the room's use.**
- ◆ Set up art and give permission for it to be moved.
- ◆ **Set up art with an artist or group who doesn't mind coming in and moving it occasionally.**

It does look like 1007, 1115 and 1117 will be used the month of February to promote the City of Clovis 100<sup>th</sup> **Birthday Bash so they won't be available until March**

A map of the mall is attached. Please go and review the storefronts available before January 23, 2012. THERE WILL BE A MEETING ON JANUARY 23, RD 2012 (MONDAY) AT 6 P.M. IN ROOM 1079 TO ASSIGN WINDOWS AND DEVELOP A WAITING LIST IF NECESSARY. All areas will be assigned by drawing lots (the number of available windows will be divided by the number of artists who come to the meeting. YOU MUST COME TO THE MEETING OR SEND A REPRESENTATIVE IN ORDER TO BE ASSIGNED A WINDOW. PLEASE BRING THIS FORM WITH YOU.

≡ Art-Tique

WHERE BEAUTY AND ART ARE A NECESSITY--  
NOT A LUXURY

SIERRA  
VISTA MALL  
STOREFRONT  
GALLERIES



1050 E Shaw  
Clovis, CA 93612

559-960-2428  
ART-TIQUE@GAILDALEYFINEART.COM



# Sierra Vista Mall Storefront Art Galleries



## Clovis Art Guild

Thank you for your interest in becoming a part of the Storefront Galleries at Sierra Vista Mall,. There may be a waiting list for individual artists. However, there are art groups who have permanently assigned windows **and who refresh their windows with member's art every two months:** Art-Tique, Clovis Art Guild, and San Joaquin Clay & Glass Assoc., if you are interested in joining any of these organizations, please check out the web sites below.

Clovis Art Guild [www.gaildaleyfineart.com](http://www.gaildaleyfineart.com) Clovis Art Guild Page

Art-Tique [www.gaildaleyfineart.com](http://www.gaildaleyfineart.com) Art-Tique Page

San Joaquin Clay & Glass [www.sjcga.com](http://www.sjcga.com)

## ITEMS NEEDED

- A jpeg copy of your logo approximately 3 x 5 inches (Due at the Meeting)
- A short, well-written press release that should state who you are. If you are an award-winning artist, **don't be afraid to say so. Art Groups should provide the same.** Please make the statement short and to the point. (Due at the meeting)
- A plan or theme for your window display. A verbal description is sufficient. (Due at the Meeting)

- A large sign with your name, e-mail and / or phone number. **11" x 17" is recommended.**
- Cards identifying the art printed with a large font (48 or larger). Pricing is optional.
- Easels or other type of standards to display your art; your display cannot cause any permanent changes to the building. Do not use nails or screws to hang your art
- Window decorations.
- Additional lighting if your window needs it. Lights will be kept on during Mall hours.



## San Joaquin Clay & Glass

The time allowed for each display is usually 4—6 weeks, subject to the space being rented to a paying customer. (Please keep in mind that while most of these spaces *may* be available through October they could be taken at any time.) The mall assures us that an artist or group using a space will be notified of any changes a minimum of one week, prior to having to move. Only the artists will be handling the art unless the artist(s) fail to respond in a timely manner to a request that the art be moved..

**SECURITY:** The windows are kept locked and every effort is made to ensure the security of the art. However, neither the Sierra Vista Mall or Art-Tique is responsible for theft or damage to your art. To set up your display, or if you need to get into your space for any reason, please contact Gail Daley 559-960-2428 or [art-tique@sbcglobal.net](mailto:art-tique@sbcglobal.net) and she will notify the mall so the space will be opened for you. Please do not attempt to contact the mall directly.

I would like to be included in the Storefront Gallery List for Artists

I would like to participate in the following (check all that apply)

- A Saturday show-case display in the common areas of the mall
- A table in front of my display
- Doing creative artwork publicly that shoppers can observe

Please briefly describe the creative artwork you would like to do publicly at the mall

Name

Address

Phone

E-mail

Signature

Your signature signifies agreement with this document

## Art-Tique

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