

## Recent Events



ISPS member Gary Palmer created this piece at the 3D Chalk Festival in Atlantic City on Sept. 17-22, 2013.

## How to treat a featured artist.

By Jennifer Chaparro

Many new chalk festivals want to have great street art at their events. So they set out to attract great artists, but go about it the wrong way. Event planners need to think of chalk artists/street painters in the same way that they think about any entertainment that they hire to enhance their event. Most events have a budget set aside for entertainment (bands, kids activities, etc.). Very few events can happen

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A treat for a street painter - Bruno Fabriani is asked to sign an event T-shirt, as his wife, Paola, looks on.

## Pearls Cast at the Feet of Strangers!

### A travelling artist's guide!

By Philip Battle, Board Member, ISPS

As pavement artists, we don't often take part in festivals or events dedicated to chalking art!

That may seem like a strange concept to some, but in the UK, there has always been a strong tradition of independence. Visual street artists have always ploughed their own furrows. Living on an island has afforded us many advantages in finding our own way in the world, independent of the organized constraints. Indeed, in the 18 years of working professionally as pavement artists, we've only ever taken part in five organized chalking events, and three of them took place this year!



So I thought this was the perfect time to tell you about this particular 'string of pearls'.

### The Toulon International Street Painting Festival on 25 May - 26 May 2013

A warm French welcome to the international pavement artist in the South of France.

The 4th International festival of pavement art, a competitive style event, organised by Compagnie HO, and taking place close to the centre of Toulon, at the Place d'Armes, a large public square not far from the Marina and naval base. A festival inspired by our own James Carling event in Liverpool, England; with about 40 artists in total, with invited artists from Germany, Italy, Mexico, Romania, England and Ecuador, not forgetting plenty of local French artists of varying abilities and styles.

The surface was of a composite ruddy brown rough

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tar/stone mix. Adequate, but not ideal for more detailed pavement work; organiser, Joelle told me that she would love to hold the event on the Place de la Liberte, a much better prospect with superior quality stone, but has yet to convince the powers that be!

I distributed a lot of ISPS cards at this event, which seemed to generate a great deal of interest amongst local artists.

The event itself was well attended, with a fair amount of curious locals, and even international visitors via the local cruise ship terminal. British and American holiday-makers stopping off for the day! What a great cultural advert and first impression for the Toulon Tourist Board!

For more info visit:

<http://festival-streetpaintingtoulon.jimdo.com>

## The International 3D Street-painting Festival held June - 2 June 2013

This 3D anamorphic pavement art festival featured the theme of "Sustainability and the Search for Energy." It was the first festival of its kind to take place in this quaint little south-eastern Dutch town of Kerkrade, close to the German border.

It was organized by the discovery centre; Continium, and Freddart Street painting. Participation was by invite, with a nice selection of around 18 artists from Germany, Mexico, USA, England, France, Italy and Holland. All spread out across a very compact town centre. Surfaces were varied, ranging from excellent smooth stone, to middling tarmac, but all in



Above: Award-winning art by Dutch artist Ruben Ponca at Kerkrade, Holland, 2013.

Let us know if you have an event you want us to add to the list. If you are an event that wants more exposure or help finding artists, join ISPS as a Festival Member.

### Current ISPS Board:

President - Jennifer Chaparro  
Treasurers - Mike Nichols,  
Wayne Renshaw  
Directors at Large - Philip Battle,  
Jamie Schwerstein

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[www.InternationalStreetPaintingSociety.com/membership/html](http://www.InternationalStreetPaintingSociety.com/membership/html)

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all very good. Again, the weather was kind, with good crowds of people (shoppers and visitors) on both days. A well organized event, ticking all the boxes for warm welcome and hospitality. The art was pretty cool too!

Of course, not everything was 3D. We did two pieces of spontaneous public participation, one anamorphic, the other, standard 2D; as per usual, we were overwhelmed with the response. Congratulations to street painter Frederike Wouters, for organizing what could turn out to be the first of many street painting events in Kerkrade.

## LelySTART!

**14 September - 15 September 2013**

This new event an arts festival based in the relatively new town of Lelystad, in the centre of Holland, about an hour's train ride from Amsterdam.

We were invited by the Dutch artists from Planet Street-painting, to create a 3D, anamorphic piece for public participation, easy peasey, lemon squeezy! Unfortunately, the first day proved a wash-out with a torrential downpour that lasted most of the day. Such are the trials and tribulations of a pavement artist. The second day was much better, with broken sunshine people started to turn out in droves.

It was organized by the Lelystad City Marketing & Planet Street-Painting. From the moment you stepped off the train, it was obvious this place was not new to street art; indeed it prides itself as being the world capital of 3D pavement art. Even allowing artists the use hardwearing ACRYLIC PAINTS on the

sidewalk, something that is unheard of in other, more sensitive parts of the world

Indeed, there were certain works from last year's event that looked as fresh as a daisy, 12 months on!

Also appearing, where the Planet Street-painting team, with their Guinness World Record attempt for the world's longest street painting; I'm please to say, they bagged it! (See art at left).



Visit this link for more info on LelySTART:  
<http://www.lelystart.nl>

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successfully without "entertainment." It's what attracts people to your event.

Once you see street painting as entertainment, it then makes sense to treat the chalk artists just like you would a band. Some events want a lot of featured artists, and others only want 2 or 3. It can work either way, just make sure that the artists you bring in are really good at chalk art, and will be good ambassadors of the art form and actually "entertain" while they are on site chalking. They should provide photos to be used for advertising the upcoming event, and be available for interviews with local press. They can also be brought in a day or two early to lead a street painting workshop for local artists.

There are a couple of ways you can compensate chalk artists. One is to approach the artists, explain what you want and request a quote for their services. The quote should include travel costs, food and art materials. You also need to remember to include any street cleaning, barricades, security, tents, and other items in your costs when figuring out the total costs. Some events will arrange for lodging, since they get special discounts or donated rooms from local hotels in exchange for sponsorship acknowledgment.

Another option is to offer a stipend. A set amount would be given to every artist that is invited, and they can use the money for their travel, lodging, materials, food and whatever else is not covered by the event. This seems like the most "fair" way to do it, but it makes it harder to attract artists from far away, since their travel costs might be too high.

The event should include a light breakfast, coffee and juices, cold water, lunches and snacks each day. Most featured artists will bring their own supplies and chalk. It's also nice when the event has a party or get together on the evening before the event for the artists and sponsors to get together and mingle. When the artists are working during the day, it is tough to have time to talk to everyone, and a pre-party is a great way for everyone to talk in a more relaxed atmosphere.

The event should either arrange the artist's flights or travel and pay for it, or advance money to the artist ahead (half up front is normal), so the artist can purchase their flights. The rest of the amount due should be paid at the end of the event directly to the artist.

What not to do? Don't charge the artists fees to participate or for anything (t-shirts, programs, etc.). Street painting is a physically demanding art form, and the artists take it very seriously. Many started by

donating many weekends to the art form. Asking them to "chip in" is like asking a volunteer at an event to pay for parking and a ticket to the event.

The important thing to remember is to treat your artists well if you want to grow your event into a premier art happening. An event that respects and treats the artists as special and talented guests will become known as a special event, and you will have your pick of great artists.



*Jennifer Chaparro puts the finishing touches on her "People's Choice" winning work at Gesso Italiano in San Diego, California in October.*

## Let us know...

Would you, as a chalk artist, want a ratings system for festivals? We are considering doing an ongoing survey of festivals and how they treat artists. Festivals would be given stars, 1-5, 5 being best, so artists could quickly assess which festivals treat artists best. Give us feedback on whether this would help you decide which festivals to attend.

## Sign up now for a one year membership!

Student Artist - \$10/year

Amateur Artist - \$10/year

Professional Artist - \$20/year

Arts Supporter - \$25/year

Non-Profit Festival or Organization - \$50/year

Corporate Sponsor - \$100/year



## Upcoming Events

This is just a few of the events coming up this summer. A complete list can be found on the website with links to most events for more information. Some events have 2011/2012 dates, because we could not confirm their 2013 dates. Please send any info with a link about new events and dates to ISPS2012@aol.com.

### United States

- **Clearwater Chalk Walk** - Clearwater, FL - Oct. 25-27, 2013
- **Chalk Art at Dia de los Muertos** - Canoga Park, CA - Nov. 3, 2014
- **FCAA-Disney Festival of the Arts** - Downtown Disney, FL - Nov. 8-10, 2014
- **Sarasota International Chalk Festival** - Sarasota, FL - Nov. 13-18, 2014
- **Via Colori® Street Painting Festival** - Houston, TX - Nov. 23-24, 2014
- **Suncoast Arts Fest** - Wesley Chapel, FL - January 18-19, 2014
- **NEW! - Anna Maria Chalk Festival** - Anna Maria, FL - January 18-19, 2014
- **Jupiter Jubilee** - Jupiter, FL - February 1, 2014
- **Uptown Art Expo** - Altamonte Springs, FL - February 29-30, 2014
- **Lake Worth Street Painting Festival** - Lake Worth, FL - February 22-23, 2014
- **Chalk Walk** - Tampa, FL - March 14-16, 2014
- **Bloom N Chalk Festival** - Safety Harbor, FL - March 22-23, 2014
- **Spring Fever in the Garden** - Wintergarden, FL - April 5-6, 2014

### Canada

- **Imadon, Expressions in Chalk** - London, Ontario - August 4 & 5, 2012
- **Victoria International Chalk Art Festival** - Victoria, Canada - September 14 & 15, 2013

### Europe

- **Colours of Valkenburg, The Netherlands** - Valkenburg aan de Geul - Late August
- **International Street Art Festival** - Wilhelmshaven, Germany - Aug 3-4, 2013
- **Grazie di Curtatone** - Mantova, Italy - mid August
- **Geldern Street Painting Festival** - Geldern, Germany - September
- **International Streetpainting Festival** - Rijssen, Netherlands. (dates unknown)  
Organizers: Johnny & Agnes Jansen  
<http://www.ajevents.nl>
- **Southend-on-Sea Street Painting Festival** - United

Kingdom. (dates unknown)

Organizer: Anna Heim,  
<http://www.streetpainting-southend.org/index.html>

- **St. Helens International Festival of Pavement Art** - United Kingdom. (dates to be announced)  
Organizers: UrbanCanvas, [www.urbancanvas.org.uk](http://www.urbancanvas.org.uk)
- **Malta Pavement Art Competition** - (date unknown)  
Organizer: YMCA (Julie Smith),  
[jules.ymca@gmail.com](mailto:jules.ymca@gmail.com)

## Recent Events



ISPS members Wayne and Cheryl Renshaw recently participated in Disney's "Limited Time Magic" that was held on both coasts - California and Florida, October 4-6, 2013.



This is what happens when it rains at a chalk festival - everyone runs to cover their work with plastic, then runs for cover! Marietta Chalk Fest, Georgia, Sept. 2013.

## Did you know...

In 1911, it was estimated over 1000 people where making a FULL-TIME LIVING as pavement artists, in LONDON ALONE!  
Read more about it at  
<http://screever.org/2013/10/09/occupation-pavement-artist-1911/>