

# *Call for Artists*

***“Dreams & Nightmares”  
Window Installations  
October 26-31<sup>st</sup>, 2007.***

*Northern Nevada Artists  
are being called upon to  
provide imaginative installations in several  
River Walk Merchant Windows.*

*“Halloween Hollow” is the recreation of a mythical “New England style” town in the River Walk District. The town “comes alive” at dusk and is comprised of fanciful lighted shop windows created by local artists, costumed merchants, special themed entertainment and a unique trick-or-treating experience.....all happening in the Arts district..*

*All artists must submit a written design idea and a rough sketch along with artist resume must be submitted to the Halloween Hollow Art Windows Committee by October 1, 2007. Artists will also complete the Artist Submission Form. Designs must be in good taste and consistent with a family- oriented, Halloween-themed event. (We prefer that no weapons, replicas or toy weapons be used as part of the exhibit.) Imagination should be your number one goal.*

*In addition, the design must reflect the yearly theme “Dreams & Nightmares”. Funding for each artist (\$500) will be provided for materials, lighting and subsequent removal. RWMA merchants are invited to participate as artists but the design may or may not appear in their businesses window. Windows may be requested by artists but they are at the discretion of the committee. Artists must be present October 20<sup>th</sup> during 2-5pm to begin installation. All Windows must be complete by Wednesday October 24<sup>th</sup> @ 6pm. All Windows must be dismantled by November 3<sup>rd</sup>. Each artist window will be photographed and submitted to media, Artist name and bio will be on display and prizes (provided by RWMA merchants) will be awarded to the Windows chosen the best in several categories.*

**Contact:**

**Meredith Tanzer 775.830.0920**

**[Meredith\\_halloweenhollow@2by2creations.com](mailto:Meredith_halloweenhollow@2by2creations.com)**

Kalin & Jinger in association with  
the Riverwalk Merchants present



Something wickedly fun this way comes.

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Something wickedly fun this way comes

# ART INSTALLATION PROPOSAL

***This form is to be used by artists who are seeking permission for the installation and temporary exhibition of visual art or multi media project for the Halloween Hollow event October 20-31<sup>st</sup>.***

*Return this application form to: Halloween Hollow c/o Majikal Productions, 148 Greenridge Drive, Reno, Nevada, 89509 or in Person @ Magic Underground.*

**Artist Name:**

**Address:**

**Phone:**

**E-mail:**

**Website:**

**Title of Exhibit:**

*(If applicable)*

**Requested Merchant Window:**

**Exhibit Dates: October 26-31<sup>st</sup>.**

**Site Plan:**

***All artists must provide a written description, artist resume and rough sketch of design (including rough dimension) in addition to a list of materials. Please consider the limited space of a window display.***

.....  
*I agree to install and remove the artwork on the dates specified on this form.*

*I will be responsible for restoring the site to its original condition. Damage that might occur to the grounds during the transport of the art piece as well as damage to business is at the artists expense. The RWMA will not be responsible for any vandalism that may occur to the artwork.*

*I understand that Halloween Hollow would prefer no weapons, replicas or toy weapons be used as part of the exhibit.*

**Applicant's Signature:**

**Date:**  
.....

**FOR OFFICE USE ONLY**

**Acknowledgements received from:**

**RWMA \* Halloween Hollow**

**Name of Applicant:**

**Title of Exhibit:**

**Exhibit Location:**

**Installation Date: Starting October 20<sup>th</sup> and on Display October 26 – 31<sup>st</sup>**

**Removal Date: October 31, 2007**

**Contact:**

**Meredith Tanzer La Bussola 775.830.0920**

**[Meredith\\_halloweenhollow@2by2creations.com](mailto:Meredith_halloweenhollow@2by2creations.com)**

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