



Columbia Basin Culture Tour

August 13-14, 2011

a project of the Columbia Kootenay Cultural Alliance

General Information

The Columbia Basin Culture Tour (CBCT) is a celebration of local culture taking place August 13 and 14, 2011, from 10 am to 5 pm.

The CBCT is a self guided tour showcasing local arts, culture and heritage offered at no charge to the general public. The public will pick up a full colour printed directory and use it to visit a number of locations such as artists' studios, museums, art galleries cultural centers and heritage sites throughout the Columbia Basin. This event is an opportunity for people to meet the participants "behind the scenes".

During the event attendees may: visit artists studios that may not regularly be open to the public; have an opportunity to purchase works directly from artists; visit art galleries and museums to view special interpretive displays, demonstrations or performances; meet local artists, curators and historians in attendance at the participating venues.

The CBCT will present arts, culture and heritage to a wider audience in a welcoming environment with an aim to:

- Promote the arts and increase public awareness of the quality and diversity of art created in the Columbia Basin
- Promote local heritage resources and increase public awareness of and involvement in Columbia Basin culture
- Promote educational experiences for attendees, who can meet artists, curators and historians at work, sometimes in locations not normally open to the public
- Assist Columbia Basin artists in marketing their work
- Help create new relationships between artists, heritage workers and the community further developing an audience for the diverse array of cultural activities in the Columbia Basin

**For further information, please contact the Columbia Kootenay Cultural Alliance (CKCA):
250-505-5505 or toll free 1-877-505-7355, e-mail wkracassistant@telus.net ,
www.cbculturetour.com**

Deadlines and Payment Structure

FINAL REGISTRATION DEADLINE IS APRIL 11, 2011

Register by Mar 25 and save!

\$40.00: Early Registration (registration package received by March 25)

\$50.00: Registration (registration package received between March 26-April 11)

Registration Includes

- Your name, contact information, venue location and the medium of your work or focus of your venue included in the *Columbia Basin Culture Tour* Directory which will be distributed through Tourist Info centres, participating venues in the region and individuals who have requested one online.
- Placement of your location on an interactive Google map on our website
- Full page website profile listing including: full contact information and hours outside the Culture Tour, write up of your location/event and 4 images. Images may be of: you, your location, your venue, your art gallery/museum (images must be suitable for all ages to view).
- Copies of all event collateral (signage, directory) to help promote your studio/venue's participation in the event.

Eligibility Guidelines

Participants must be one of the following:

- An artist working in traditional and/or experimental visual media (examples: painters, sculptors, photographers, ceramic artists, furniture makers, fiber artists, etc.)
- A venue such as a(n): art gallery, museum, cultural centre or heritage site

Participating individuals and venues must be located in the Canadian Columbia Basin, the southeast corner of British Columbia roughly bordered by the communities of Valemount, Golden, Elkford, Creston, Rossland, Arrow Lakes and Revelstoke. Although not in the Basin, the communities of Grand Forks and Christina Lake are also invited to participate this year.

In an effort to create a special event which attracts maximum attendance, education of the public, either through exhibition, explanation or demonstration, is a required element of all venues participating in this event.

- **Studios and galleries** featuring local artwork should have artists or curators available to the public during the event.
- **Museums, cultural centers and heritage sites** should have curators, historians or knowledgeable staff available to the public during the event.
- **Artists** throughout the Columbia Basin may open their studios to the public and offer exhibitions and/or demonstrations, **or** may exhibit their work and be in attendance at a special venue secured only for this event.
- Participating venues wishing to host special interactive events such as demonstrations of techniques or brief performances such as: storytelling, historical lectures, music, readings, skits, etc. are encouraged to do so – *details of your special programming can be featured on your web page profile.*

Art galleries throughout the Columbia Basin may feature works by individual Columbia Basin artists selected at their discretion. The listing will be in the galleries' name.

If you are an artist showing at someone else's registered studio or gallery, and want to have your own web profile page/brochure listing in addition to your venues' listing, you must also register as yourself and pay the registration fee in addition to your venues' main listing.

If you are an artist showing at an alternative venue (not a studio or gallery space), register as yourself and list the venue as your location for the duration of the tour.

Participating venues must either waive their admission fee for the duration of the event or feature a special event, special display or performance that is available for free to the public.

Since the intention is for members of the public to tour a wide number of locations throughout the day, the charging of fees at each location would be prohibitive to encouraging such activity.

The registration form is available online at www.cbculturetour.com