



**Whole Foods Market Milwaukee
Art in the Market
Artist Application**

To support local artists, we are delighted to announce our "Art in the Market". On a quarterly basis, we will choose 2-4 artists to feature their artwork in three areas of our store.

Please complete the following information:

Date: _____

Artist Name: _____

Address: _____

City, State and Zip Code: _____

Phone: _____ Fax: _____

Email: _____

Art Medium: _____

Describe your work: _____

Value range of your work: (we do not accept any piece individually valued over \$2000)

Is there a time of year when you would not be able to participate/show your work?

Please attach the following to this application and email to autumn.faughn@wholefoods.com or drop off at our Customer Service desk.

- 1) Artist statement
- 2) Artist resume
- 3) 3-6 samples of your work on cd or via email (PDF format preferred)
- 4) A list of the size and medium of the works submitted

Please see page 2 for our guidelines.



Whole Foods Market Milwaukee Art in the Market

Guidelines:

- Artist must be a Wisconsin resident, preferably in the Greater Milwaukee area.
- Because we are in a retail setting with families and children, we do not allow nudity.
- We do not allow art that is valued over \$2000.

Whole Foods Market will provide:

- Three areas in Whole Foods Market Milwaukee that will allow for art work to be displayed, including but not limited to the escalator entrance, the Allegro Lounge and the Whole Lifestyle Center corridor.
- Viewing of your artwork by thousands of people monthly.
- We will host an opening reception on a mutually agreed upon date, usually a Thursday night from 6:00-7:30. Our Store Chef will provide appetizers and beverages.
- Your opening reception will be listed on our in-store calendar so it will be open to the public and you will be able to send out invitations, if you so choose.
- WFM reserves the right to approve every piece before it appears on the walls.

Artist will:

- Be responsible for hanging their artwork through our Walker Display picture system (<http://www.walkerdisplay.com>).
- Be responsible for all contact information and sales of art work by working directly with client.
- Sign a liability waiver releasing Whole Foods Market for any damage to artwork.

Thank you for your interest in displaying your art within Whole Foods Market Milwaukee.