



SHADOW Lake Nature Preserve

PO Box 58963 // 21656 184<sup>th</sup> Ave SE

Renton, WA 98058

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## SHADOW Lake Nature Preserve's

### Art in the Open Air

Last year, SHADOW Lake Nature Preserve hosted our first-ever Artist Workshop. We invited artists and art enthusiasts alike to join us at the Nature Preserve for an afternoon of creativity. This workshop was a success and a learning experience for all of us at SHADOW.

This year ***Art in the Open Air***, which will take place here at the Nature Preserve on **May 19<sup>th</sup> from 12 – 4 pm** was born of a collaboration between SHADOW and last year's artists and participants. Thank you to everyone who has graciously offered us guidance on how we could improve. Here is how we have incorporated your comments and advice into this year's event.

1. **Artists need more time between the workshop event and the deadline for submitting art to the Summer Exhibition.**

We have shifted our event dates in order to extend the time period between ***Art in the Open Air*** and the deadline to submit art for the Summer Exhibition. Artists will now have six weeks, double the amount of time as last year, to finish pieces to submit to the Summer Exhibition. The deadline for submission is **June 19<sup>th</sup>** and the Exhibition will hang, for sale, in SHADOW's Ritcher Education Center from **June 23<sup>rd</sup> to September 18<sup>th</sup>**.

2. **There should be some sort of opening event that drives community awareness of this unique exhibition.**

This year's Summer Art Exhibition will officially open at SHADOW's Summer Fundraiser on **June 23<sup>rd</sup> from 4 – 6 pm**. This event is a celebration of local food, refreshments, community, and art. We encourage all the artists who join us in May to return to the Nature Preserve at the end of June with friends and family, enjoy twilight at the bog, and celebrate the art that has been created using these beautiful grounds as inspiration.

3. **We should be doing more to engage everyone in making art during Art in the Open Air.**

This year we hope to offer artists-lead workshops, to engage EVERYONE who visits the Nature Preserve in making art. Ideally, we would like to offer one workshop for children and another aimed more at adults. If you are an artist, working in any medium or technique, and are interested in leading a one-to-two-hour long workshop on the



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afternoon of May 19<sup>th</sup>, please contact Isabelle Feraudo at (425) 432-4914 or [isabelle@shadowhabitat.org](mailto:isabelle@shadowhabitat.org). We would like to fill these workshop slots as soon as possible so that they can be included in the marketing of this event.

#### **4. SHADOW's typical visitor is not prepared to buy art at this site.**

The Ritcher Education Center is not a traditional gallery space and, as such, the art hung in it is not always seen by a strong pool of potential buyers. It is our aim to generate sales for the artists who participate in this event. This year we hope to address this in the following ways.

- By dedicating our Summer Fundraiser as the exhibition opening and encouraging artists to help us fill this event, we hope to expose artists' works to a wider pool of potential buyers.
- We plan to expand the online presence of this event. We will photograph the works of the exhibition and highlight the fact that they are here for sale both on SHADOW's website and social media platforms.
- By limiting the number of works we accept for the final exhibition we hope to be able to filter and curate a body of work that has a greater likelihood of selling.