



Dear Artist

Galleries on the side is on again!!!! Bring art to the streets of Horsham.

Local retailers are turning their windows over to regional artist to display their work in for the duration of the Art is... Layers of Time festival

Art work being exhibited must respond to the festival theme ...**Layers of Time**, any medium of work is accepted, as long as it can be accommodated in the window of the business that you are partnering with, it could be oil, watercolour, photography, textile, sculpture etc.

A fantastic range of prizes on offer:

- 1 st prize - weekend workshop at Grampians Brushes 14 or Grampians Textures 15 (value \$280)**
- 2 nd prize \$100 voucher from ACE Art Supplies**
- 3 rd Prize \$100 voucher from Earls Men's Wear**
- Youth prize (under 21) to be confirmed**

I want to be involved what do I do?

1. Select your shop (from the list attached or collect a list from the Art is... office 43 Firebrace St), talk to the owner/manager to make sure they are happy with your style of work. If you have another business that is not on the list supplied talk to the owner/manager and ask if they would be happy to participate in Galleries on the Side.
2. Register your interest at the Art is... Festival office with your retailers details immediately (so that your shop is secured).
3. Make your work!
4. Registration fee (\$15) and artist statement must be at the Art is... office by Friday 16th May 2014
5. Install your work at the shop by the Tuesday 27th May 2014
6. Remove your art from the shop on Tuesday 10th June 2014

Artists are expected to provide their own materials, install your own work and have all art works ready the day before exhibition beginning for installation. When talking with the retailer you should consider all safety issues, especially if you are sharing the space with their day to day customers. Art is... Festival takes no responsibility for damage and/or theft of the work or public liability insurance issues.

There will be an official opening of *Galleries on the Side*, announcement of winners and a group walking art tour as part of the Art is... layers of time festival opening Friday 30 May. Please forward this information onto any other interested artists you may know, and don't hesitate to contact the Art is... Festival office if there are any questions or for a registration form.

Yours truly,
Marion Matthews
Galleries on the Side Coordinator
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Artistic Rationale



The land we walk is an ancient land. Its surface has been shaped by the inundation of ocean waters for millions of years. Now a faint remnant of a seabed remains in the arced ridges of a diminished shoreline. For thousands of years, the rippling sands of Aeolian dunes shift from here to there, between them swales form. The roots of Red Gum and Buloke trees run deep, finding moisture where water gathers. Wetlands emerge and recede, or slowly meander in small tributaries to meet the Wimmera River and shallow lakes. Flora and fauna have flourished where chains of lakes appear. Seen from a mountain high the pink and white hues of these subtle depressions edged by lunettes are part of the unique geographical region we know as the Wimmera.

In the layers of time, going back many millions of years...Djurite and Gariwerd stood proud as rock islands of this inland sea. One formed from the intense heat and pressure through tectonic compression, causing the fusion of quartz sand grains and silica, now seen in the distinct red/orange hue of the Mount's craggy rock. The other, a series of low-angled sandstone ridges of sedimentary layers raised and tilted from the earth's forces, giving us the dramatic jagged pinnacles of the Northern Gariwerd Range.

The winds and water across this landscape, surging and waning through the many geological changes, is the platform in which the natural world has evolved. We feel it in the sand under our feet, as we climb sedimentary layers of rock, as we consider the ways our plants and wildlife have adapted to survive. The land we walk is an ancient land. We are just one grain of sand in these layers of time.

**List of Horsham businesses expressing an interest in participating in GALLERIES ON THE SIDE
2014**

Business	Address	Business contact person	Artist
Cheeky Fox	27 Firebrace St	Mike and Helen Harris	
Undercover	33 Firebrace St	Jenny Thomson	
Cooks Manchester	32 Firebrace St	John and Ros Latimer	
Horsham Sewing Centre	34 Firebrace St	Jeff Bartlett	
Chisholm Hi Fi	37 Firebrace St	Jeff Allan	
Hello World	38 Firebrace St	Chris Buwalda	
McKays Jewellers	41 Firebrace St	Bruce and Fiona McKay	
Hermans	48 Firebrace St	Ray and Anne Herman	
Freijah's Menswear	50 Firebrace St	Phill and Marcelle Frijah	
Exquisit	56 Firebrace St	Shana Miatke	
Imelda Shoes	60 Firebrace St	Leanne Vincent	
Audene's	62 Firebrace	Di Schwaztt	
Wards Jewellers	64 Firebrace St	Paul Jenetzki	
Redrock Books & Gallery	65 Firebrace St	Marian Anderson	
Earles Menswear	68A Firebrace St	Brian Curren	
Miss Horsham	71 Firebrace St	De Lees	
Horsham Sports and Leisure	76 Firebrace St	Howard Shier	
Bendigo Bank	80-82 Firebrace Street	Darren Chesterfield	
16 Plus	84 Firebrace St	Di Morrison	
Wimmera Foot Clinic	90 - 92 Firebrace St	Tracey Kelm	
Amcal Chemist	96-98 Firebrace St (side window)	Lynn Lockett	
Horsham Family Footwear	104 Firebrace St	Carolyn Curran	Tori O'Conner
Cafe Chickpea	30 Pynsent St	Lyn Whitney Drum	
40 Winks	44 Pynsent St	Peter and Di Hays	
Cafe Jaz	34 Roberts Ave	Mat Keating	
Velvet ark	36 Roberts Ave	Marg Hammond	Marion Matthews
Roberts Ave Hair Design	38 Roberts Ave	Jo Weyburg	
Hair Art	4/41 Roberts Ave	Leonie Erwin	
Jacobs Well	41 Roberts Ave	Julie Hedt	
My Bow Tique	43 Roberts Ave	Karen Woods	
Maria Da Ros Fashion	53 Roberts Ave	Lidia Rissmann	
Bloomin Buds	Bradbury Lane	Terresa Bottoms	

GALLERIES ON THE SIDE 2014

Registration Form
Return to the address below

Name: _____

Contact details: _____

Phone/mobile: _____

Email: _____

Shop where your work will be displayed _____

Have you discussed your exhibition with the owner/manager? **Yes** **No**

Please complete below an Artist statement and description of work to be included in the catalogue, including a description of how your work relates to the festival theme ... **Layers of Time**. If this is not available at time of registration please supply this information before 16th May 2014

Title of work

Artist statement

Are you under 21 years of age? **YES** **NO**

Cheques can be made out to: *Art is...festival, PO Box 323 Horsham 3402*

For further information contact Marion Matthews 0428 825 971, marionmatthews75@gmail.com