

ARTJAM

ARTIST GUIDE

EVERYTHING YOU NEED TO KNOW TO PARTICIPATE AND
GET THE MOST OUT OF YOUR ARTJAM EXPERIENCE

Introduction

For artists, the ArtJam is a gateway to a vibrant community of artists and art enthusiasts where you can connect with art fans from your city in this iconic independent live art pop-up show.

New to the Artjam?

[Click here to have a general overview of what the event looks like](#)



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ARTJAM PROGRAMS

Visual artists Painters, illustrators, abstract, graphic design, digital art, drawing, printmaking, collage

Musicians **Live bands and DJs:** Indie, Hip Hop, Rock, Pop, Funk, Soul, Reggae, Alternative, Electro, Folk, Singer/Songwriter

Tattoo Artists Machine, Stick & Poke, Henna, Jag, Traditional

Sculptors Wood carving, Bronze, Stone, Clay, Relief

Film Makers **Short films under 15mins :** preferably not dialogue heavy.

Photography **For exhibit :** Artistic photoshoots, landscape, abstract, photos that tell a story.

ARTIST TIERS

Emerging Creators

Artists who want to participate, vibe with the community, sell small items

- ✓ **Access to the Live Creation Zone**
- ✓ **Ability to sell small, light merch (prints, stickers, accessories)**
- ✓ **Social media mention**
- ✓ **Access to shared tables (no dedicated booth or wall space)**

FREE

Featured Artists

Artists with developed careers and clear selling intentions

- ✓ **Dedicated booth/table/wall section**
- ✓ **Ability to sell & display originals of all sizes and merchandise**
- ✓ **Included in Artist spotlight reel**
- ✓ **Access to premium upgrades (premium lighting, extra space, furniture, and more)**
- ✓ **Priority placement**
- ✓ **Booth design support & installation team**

VARIABLE

ArtJam PRO

Established artists with strong portfolios and following. Invite-only.

Everything in featured artist plus:

- ✓ **Sponsored presence**
- ✓ **Pre-event marketing promotional campaign**
- ✓ **Premium onsite perks**

SPONSORED

Applicable to all

All participating artists are entitled to the following, regardless of discipline or artist tier.

- **Keep 100% of art and merch sales:** Charge what you want, keep everything, commission-free
- **Commission on ticket sales:** Get 50% of sales off tickets sold through your personal promo-link (more on that later). For example, if you sell 300\$ worth of tickets, you receive 150\$
- **Guestlist:** All artists are allowed guest(s) for the event. This can be used for helpers, friends, family, etc. This applies to each member of a band as well.
- **Drink tickets:** Drink tickets will be given to all participants (non-alcoholic options available as well)
- **Social media campaign:** Get featured on our social media platforms (@artjamevents + @good.vibe.people)
- **Membership:** Become a member and attend future artjams for free after your first participation

How it works

Each category/discipline of artist has its own way of functioning within the ecosystem of ArtJam. The following pages will detail each category and how they co-exist within the event in terms of showcasing, performing, and selling.

VISUAL ARTS

We host a variety of visual artists within the ArtJam that create live, showcase their work, and sell directly to art fans.

Here are the ways that a visual artist can participate within the Artjam

Live painting / Creation

Live painting / live creation is a staple of the ArtJam experience. On-site there will be an easel and a blank canvas provided for you. If you want to bring a piece that you already started from home, that is also possible. You are responsible for bringing all the tools necessary for creating. Live creation is available to all artists, for all tiers and is one of the most common ways to participate at ArtJam.

Exhibit

Artists who do not wish to take part in the live creation portion of the event can simply choose to exhibit and sell their works as they would do at a traditional art show. In this case, they are considered as a featured artist, artists must pay an 85\$ fee prior to the event to secure their place, and additional fees may apply based on extras needed such as display walls, furniture or extra space. There are two ways of going about it. The DIY (Do it Yourself) approach is the least expensive option by which artists bring their own means of exhibition (foldable racks, print table, etc). In this case, the artist is entirely responsible for installation and point of sale and is only provided with a space of roughly 1.5m x 2.5m. The DIT (Do it Together) approach is for artists who want other extras available for rent, please request the partnership catalogue for price list of all available rentals and onsite services such as display walls, tables, booth structures, installation help, etc.



MUSICIANS

We host a variety of music acts within the ArtJam that perform and sell their merch directly to fans.

Here are the ways that a music act participates within the Artjam

Live Performance

Live concerts are a staple of the ArtJam experience. While artists are creating, concerts are happening simultaneously. On-site there will be a P.A. system, microphones, mic stands, basic cabling and a soundman on duty. Please bring all instruments and amplification. Basic soundcheck will be done prior to the event. Performance times will be determined based on schedule and communicated with you before the event, but usually varies between 25 to 45mins. Live music acts will have a 15-20mins window to line check and set-up on stage in between bands, so plan accordingly.

For live bands, we will start a gear-sharing email thread with all those interested.

Merch selling

Music acts can sell their merch for free without commission.

The artist is entirely responsible for installation, means of exhibiting (must bring table, racks, etc) and point of sale.

This is a DIY (Do it Yourself) option. They will be provided with a space of roughly 1.5m x 2.5m.



TATTOO ARTISTS



Tattoo artists are a smash-hit at ArtJam and they tattoo participants directly during the event

Here is how a tattoo artist participates at the Artjam

Live Tattoo Pop-up

The tattoo artist operates a stand at Artjam where they bring all the necessary materials to work including table, consentment form, and POS. The tattoo artist will be provided a space of roughly 1.5m x 2.5m. We give two options to the tattoo artist; Option 1 is to pay a flat fee of \$250 before the event and operate everything independently directly with the clients or option 2 is to split sales 50/50. For the second option, all the sales must pass through our point of sale a during the event and we will issue pay outs within 2 weeks after the event. Usually option 1 is more profitable as most times, tattoo artists sell out.

SCULPTING



Sculptors can showcase their skills and sell their creations at ArtJam

Here are the ways that a sculpting artist participates at the Artjam

Live Creation

The artist can show us their process of creation, live. We accept any form as long as it doesn't stain, cause toxic fumes, or makes a noticeable mess. The artist must bring all the necessary tools to create in front of audiences.

Merch selling

Sculptors that are live creating can sell their merch for free without commission. The artist is entirely responsible for installation, means of exhibiting (must bring table, racks, etc) and point of sale. They will be provided with a space of roughly 1.5m x 2.5m

Exhibit only

Artists who do not wish to take part in the live creation portion of the event can simply choose to exhibit and sell their works as they would do at a traditional art show. In this case, they are considered a featured artists must pay an 85\$ fee prior to the event to secure their place. They must bring their own means of exhibition (foldable racks, table, etc). The artist is entirely responsible for installation and point of sale. They will also be provided with a booth space of roughly 1.5m x 2.5m

PHOTOGRAPHY EXHIBIT

Photographers can exhibit their work in front of a curious community of art lovers.

Here are the ways that a photographer can participate within the Artjam

Exhibit only

Photographers who want to sell their prints are automatically considered 'featured artists' and can exhibit and sell their works as they would do at a traditional art show. In this case, artists must pay an 85\$ fee prior to the event to secure their place.

However, for photographers who just want to showcase without selling, The DIY (Do it Yourself) approach is an option by which artists bring their own means of exhibition (foldable racks, print table, etc). In this case, the artist is entirely responsible for installation and is only provided with a space of roughly 1.5m x 2.5m. The DIT (Do it Together) approach is for artists who want other extras available for rent, please request the partnership catalogue for price list of all available rentals and onsite services such as display walls, tables, booth structures, installation help, etc.



FILM MAKERS

Film makers showcase their latest projects at the very beginning of the event

Here are the ways that a film maker participates at the Artjam

Screening

The film maker will be given a slot to showcase their latest project at a specific time during the event (usually at the beginning) or as a loop projected on a wall inside the venue. The project must be 15 minutes or less and preferably not too dialogue heavy. The film maker can present their work by introducing it on the microphone before the showing. Depending on the venue, we may have access to an independent projection room, in this case it could be played in loop.



WHO WILL BE AT ARTJAM?

ArtJam is both for seasoned veterans and up-and-coming artists alike that are looking for a place to be completely free to create, perform or present work that showcase the depths of their imagination in front of new audiences.

Artists can launch their latest creation, make a one-time-only special, or finally release that secret passion project that's always been in the back of their mind. The only limits are your imagination (and maybe space).

The ArtJam typically receives between 200 and 350 people. That being said, it is the responsibility of all artists to demonstrate a clear promotional effort to bring their respective audience for the collective benefit of all involved.

We expect artists who participate to be engaged in the success of the ArtJam and treat it as it were their own. ArtJam is a communal effort made by all artists to collectively get more people to see, buy and follow their work, and works best when everyone puts effort in bringing their audience to the show.

By participating, you agree to be part of this unique event and become an integral piece of the ArtJam. Being chosen to participate means understanding the opportunity before you and making the most of what it has to offer by bringing the best of yourself and the community that follows you.

THE 5 GUIDING PRINCIPLES OF ARTJAM

Now that you know WHAT the ArtJam is all about and HOW to participate, let's move on to the foundations that the ArtJam stands for.

In this artistic journey, we invite you to discover five fundamental principles that will guide your experience. Each of these principles embodies the philosophy of ArtJam, a celebration of bold creativity, engaged community, and boundless discovery.

These are the cornerstones of the ArtJam experience.

Let these principles be your guide.



Watch video on YouTube

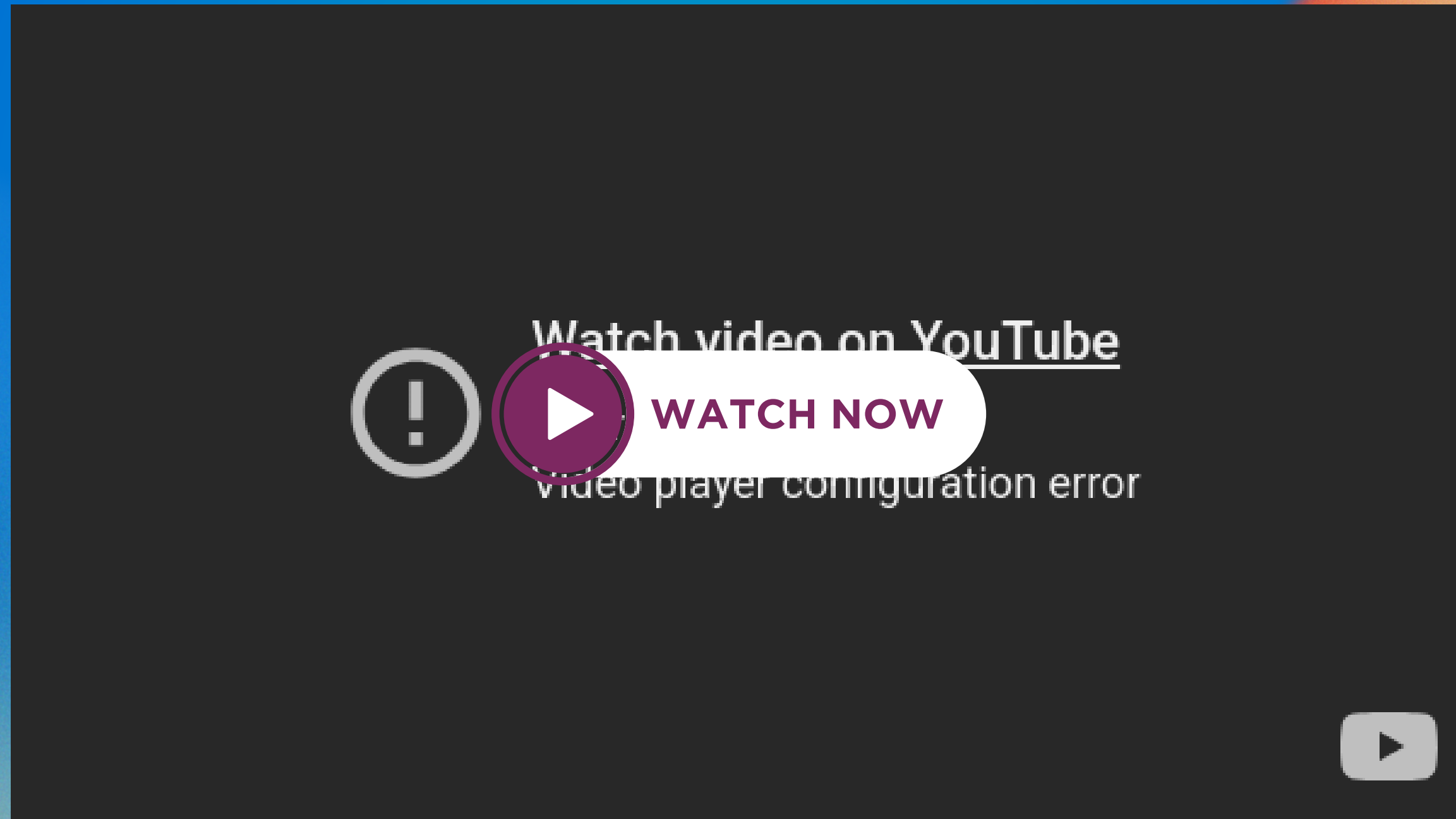
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How to promote

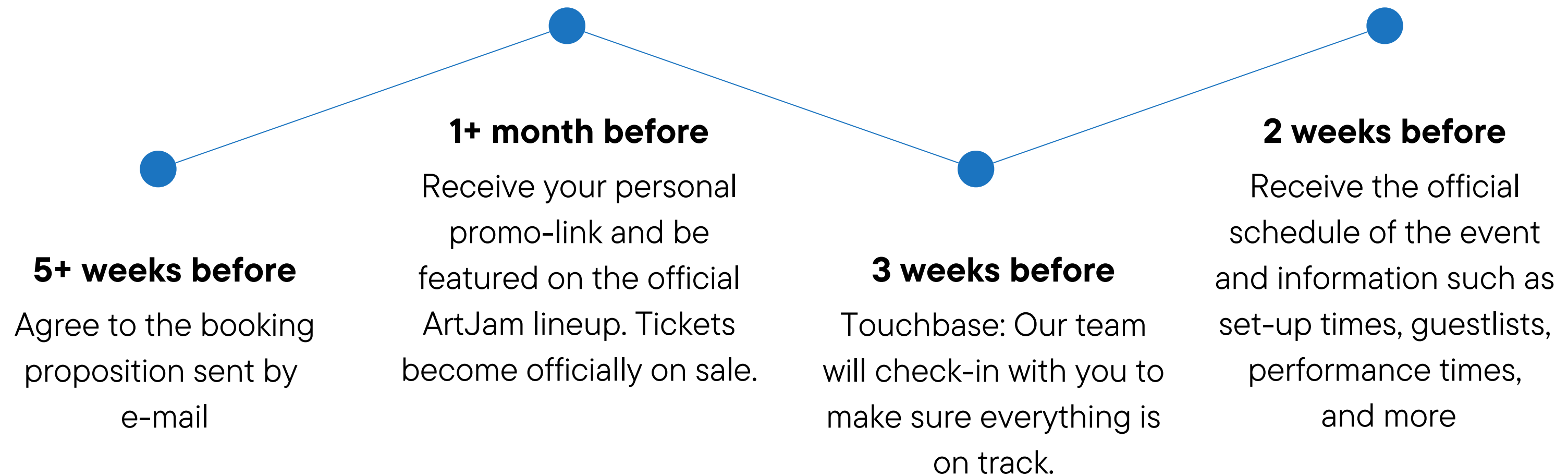
Listen to the following video to better prepare you for the promotional campaign of the event
This details an easy promotional plan for you to follow



Next Steps

Information you should expect to receive by e-mail.

Make sure we don't end up in your spam folder or you might miss important info!



Case by case

Not all information is included in this artist guide. For information and specific case by case arrangements, please get in touch with a member of our team to discuss specifics.



info@goodvibepeople.com

BEYOND ARTJAM

Looking for opportunities to get booked as an artist beyond ArtJam? Check out this video to learn more about how we work with artists on an ongoing basis



Watch video on YouTube

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