

# High Views – Art in Windows

18 June- 5 July

## Northern Exposure 2010

18 – 20 June

### Traders Expression of Interest Application Form

We are now calling for Expressions of Interest from High Street Northcote Business Association traders to participate in High Views – Art in Windows project, as part of 2010 Northern Exposure, visual arts festival.

Northern Exposure is a visual arts festival that happens predominantly over three days in June and is coordinated in partnership with the Northcote Business Association and the Darebin City Council Northcote Town Hall.

In 2009 High Views showcased artists and businesses by pairing them and giving the artist the window of the premises to create an art work in something to draw attention to the art, the shop and the business. Last year it was a very successful part of Northern Exposure with more than 30 traders participating.

Help us make this year's festival bigger and better by expressing your interest to participate. Thousands of people attended the festival and many did the High Views art walking tour.

#### By expressing your interest to be involved you:

- You will have an artist work specifically to design a window display of their artworks to make a memorable vision in your business window as part of the *High Views – Art in Windows* tour.
- The event will be advertised by 2000 colour brochures, radio, print media and web site.
- Traders will be consulted and kept informed throughout the whole process.

#### Other Important Information

- Installations of art work will remain in shop windows throughout the festival and for two weeks from the 18 June – 5 July 2010
- As a participating business in High Views you are required to pay \$100 plus GST to your Artist. All other costs of Northern Exposure are covered by the Northcote Business Association
- The exhibition will be coordinated by **Elizabeth Sampson on Mobile 0430 060 321 Email: [highviews2010@gmail.com](mailto:highviews2010@gmail.com)**

*High Views* is an important part of the Northern Exposure Festival. The festival is unique and growing in reputation and profile. We hope you decide to take this opportunity and get involved by becoming a participating venue

#### For more information regarding this event

##### Please contact either

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