



On-Line Art Store Opportunity for EFAC Visual Artists!

Art\$Pay, Kitchener Waterloo Society of Artists, Riverside Print Group and the Uptown Gallery work together to promote 'Local Art for Local Walls'.

In May 2020 this collaboration called LAF, created the new website lafwr.com for members of the four groups, over 300 artists, to provide an on-line shopping site for great local art and to support our local artists in these challenging times by bringing our members' paintings, prints, photographs, sculpture, jewellery, fine crafts and more to the public.

This non-profit art catalogue store helps these creative workers to continue making art and earning income while providing the public with a way to enjoy and purchase local original art and fine craft safely during the pandemic.

LAF would like to extend this opportunity to other visual arts groups outside Waterloo Region and approached the Elora Fergus Arts Council who has agreed to share this opportunity with their visual artists as a member benefit. To provide maximum market exposure, EFAC and other Wellington County artists will be included within the existing organizational website framework, with regional identification noted on each artist's webpage and a search category for sourcing artists by regional chapter.

The Artist Application Form with details is found under 'Apply' at lafwr.com. Applications are possible at any time.

IMPORTANT - Successful submissions made by Feb. 5 will be included in the February 11 launch of the new Wellington Chapter, in time for Valentine's Day!

Important Artist Applicant Information

1. Submitting is free. After you've been accepted, a \$60 annual fee is due. This fee covers administration, communications and website expenses.
2. All art on the site is juried by a 5 person panel of artists.
3. All posted artwork is available for purchase, with new work and artists added twice weekly.
4. The LAF site acts as a non-profit 'connector'. Each artist handles their own sales enquiries and processes, sold art delivery and pays no commissions on sales.
5. Artwork listed on this site may be displayed and for sale elsewhere. LAF is not an exclusive listing but intended to help member artists.

6. Artists deliver for free within their own county or region and make arrangements with the purchaser for deliveries outside their area. Artwork may be kept on approval for up to 7 days after purchase and returned for full refund with free pick-up. See [Visitor FAQ](#) for more information.
7. Applicants to this notification must be an EFAC member; however membership does not ensure a LAF listing.
8. Each LAF site is promoted mainly on social media with help from affiliate organizations and members.

For full details please visit 'Apply' at lafwr.com

With warm regards,

Michael Chow, The Uptown Gallery (TUG)
Cathy Farwell, Art\$Pay (AP)
Donna Stewart, Riverside Print Group (RPG)
Anne Williamson, Kitchener Waterloo Society of Artists (KWSA)

Contact LAF shoplafwr@gmail.com

LAF Art Store Catalogue: lafwr.com

LAF Waterloo Region Organizations:

[Art\\$Pay \(AP\)](#)

[Kitchener Waterloo Society of Artists \(KWSA\)](#)

[Riverside Print Group \(RPG\)](#)

[Uptown Gallery \(UTG\)](#)