



Your art has a story to share. NWT Arts is the storyteller.

The NWT Arts Program promotes arts and fine crafts to local, national and international markets. The Program is available to all NWT artists who create all forms of art, such as traditional and contemporary visual arts and fine crafts, performing arts, literary arts and film/new media art.

The NWT Arts Program offers many exciting opportunities to artists who register with it. One of most important marketing tools for artists is the NWT Arts website. The new website will engage and educate customers about the NWT Arts brand and logo, and the diversity of art created in the NWT. It will be a collection of information and stories to connect customers with artists and their artwork.

All NWT artists should be a part of the NWT Arts Program. Registration is free – simply fill out a form and submit it.

nwtarts.com

Front Cover: Margaret Vittrekwa, Fort McPherson | Aidan Cartwright, Yellowknife.

Registering is Easy!

1. Get a registration form

You can download one from the website, email nwtarts@gov.nt.ca or pick one up from the Economic Development Officer in your community.

2. Fill it out

If you need help filling out the form, please contact the Economic Development Officer in your community.

3. Submit it

You can email the completed form to nwtarts@gov.nt.ca, bring a paper copy to the Economic Development Officer in your community, or fax it to (867) 873-0101.

For more information, contact:

NWT Arts Program
4th Floor Scotia Centre
Box 1320
Yellowknife, NT X1A 2L9
Toll-Free 1-877-445-2787
T (867) 920-6130
F (867) 873-0101
E nwtarts@gov.nt.ca

Help is Available!

Whether you need help filling out your registration form, taking good-quality photos of your art, or even applying for funding to buy raw materials to make your art – you can always contact the local Economic Development Officer in your community for assistance.

The NWT Arts Program is administered by the Department of Industry, Tourism and Investment (ITI), Government of the Northwest Territories (GNWT).



Diverse by Nature

NWT ARTS

A program promoting
art and artists from across
the Northwest Territories



NWT ARTS IN THE MARKETPLACE

NWT Arts is a brand that connects customers with artists and their artwork. The NWT Arts website tells unique stories about artists of the Program and educates the customer about the diversity, value and authenticity of art made in the territory.

The NWT Arts logo is an important part of this awareness. In stores and galleries, customers will recognize the logo and know that piece of artwork was made by an artist who is registered with this government-supported program. They will feel a personal connection with the artwork and be proud that their purchase is supporting this local industry.



Jennifer Lam, Inuvik.

BENEFITS OF THE NWT ARTS PROGRAM

There are many benefits of being a part of the NWT Arts Program. As a registered artist, you can:

- Connect with other registered artists across the territory.
- Use the NWT Arts logo on your artwork.
- Use promotional materials (such as tags and stickers) and other point-of-sale materials.
- Receive free marketing on the NWT Arts website.
- Have images of your artwork used in the general promotion of NWT Arts to local, national and international audiences.*
- Have the opportunity to attend events in association with other GNWT departments and NWT Tourism.
- Take part in workshops and other professional development opportunities.
- Have professional photos taken and a story written about you and your artwork (when you visit Yellowknife or we visit your community, subject to availability).
- Receive a copy of these professional images for your own use.
- Log in to the artists forum on the NWT Arts website (coming fall 2013).

** Registering for the NWT Arts Program does not mean the GNWT owns copyright of your work. It does however give the Program permission to use your images and information for marketing purposes. We will always ask you before using images of your artwork.*



Kozy Curley, Yellowknife

NWT ARTS PROMOTIONAL MATERIALS

As a registered artist, you can use the NWT Arts logo to identify your artwork in stores and galleries. Promotional materials that contain the logo, such as tags and stickers, are available at no cost, from the Arts and Fine Crafts Section, ITI, GNWT.

You can request tags and stickers by emailing nwtarts@gov.nt.ca