

# BACKGROUND



## Art on the Lake

Arts Whistler transforms the south end of Alta Lake into a celebration of art and music on the water. Immerse yourself in Whistler's local art scene from the comfort of your own vessel (kayak, canoe, stand-up paddleboard, inflatable unicorn) and enjoy live music, artist demonstrations, engaging performers, and a floating art gallery featuring work from 35+ artists.

- Live and local music
- Live painting
- Floating art gallery with 100+ artworks on display from more than 40 local artists.

This is the "don't miss it" event of the summer!

**2022 Dates:** August 11 & 12, 2022 (Weather delay dates August 18 & 19, 25 & 26)

**Website:** [www.artswhistler.com/art-on-the-lake-literally-2021](http://www.artswhistler.com/art-on-the-lake-literally-2021)

**ART**  
ON THE LAKE

*...literally*



### History:

Up until 2019, Arts Whistler produced "Art on the Lake" as a series of visual art workshops, presented by professional artists, hosted at the Alta Lake Station House. The scenic views of the lake made for the perfect artistic getaway. With COVID-19, 2020 proved itself to be the year of adaptation for Arts Whistler so we created an entirely new vision for Art on the Lake.

The new concept envisioned participants enjoying an event safely outside and physically distanced...which lead to us staging art on the lake... literally. Local musicians played on floating docks around Alta Lake and waterproof large-scale reproductions of local artists' paintings were hung from trees and placed on easels in the water around the shores of the south end of Alta Lake.

The event sprung from Arts Whistler's determination to stage a fun, inclusive and uplifting public event during the heart of pandemic restrictions, instantly becoming a Whistler favourite and now one of the summer's most eagerly anticipated events.

### Key Facts and Figures:

- 2022 is the third year of the event
- Entertainment will include;
  - Up to 15 local musical acts and live entertainers performing on docks, floating barges and canoes
  - 8 live visual artists painting on swimming docks directly on the lake
  - Over 120 art reproductions from 45 local artists
- Year two of this event (2021) saw a 76% increase in attendance with over 3000 attendees.



- The best way to experience Art on the Lake is directly on the lake, by canoe, kayak, stand-up paddleboard, inflatable unicorn or whatever floatable device available.

### **2022 Event Highlights:**

2022 will see Art on the Lake expand to a two-day event, allowing for more visitation and offering local artists and performers more opportunities to take part in this unique Whistler summer experience.

### **Audience info:**

Free for everyone.

This event works with weather delay dates. We announce if we are going ahead with the first set of dates 48 hours out from the event.

### **Social links:**

<https://www.facebook.com/artswhistler/>

<https://www.instagram.com/artswhistler/>

<https://twitter.com/artswhistler>

<https://www.flickr.com/photos/whistlerlive/albums>

<https://www.youtube.com/user/whistlerartscouncil>

**Media resources:** <https://artswhistler.com/media-artonthelake>

**Media contact:** Becky Smykala – [marketing@artswhistler.com](mailto:marketing@artswhistler.com) - 604.935.8236