

A P R E M I E R A R T & W I N E E V E N T

HUDSON VALLEY WINE™ Magazine

Invites you to creatively participate in

A Year-Long Celebration of

ART + WINE

in the Hudson Valley

*Presented by HUDSON VALLEY WINE Magazine,
in conjunction with Hudson Valley Museums, Tourism,
and the Hudson Valley Wineries*

Partnering with Hudson Valley Venues, Galleries and Cultural Institutions

As you are a recognized, professional artist in the Hudson Valley, the Publishers of HUDSON VALLEY WINE Magazine invite you to create in your own chosen medium, a Hudson Valley winery or vineyard-inspired artwork.

Your art will be a featured part of a highly publicized year-long celebration of Art and Wine, Tourism Promotion and Celebration of the Hudson Valley's Cultural Institutions



The goals of this special year-long celebration are to:

- Greatly enhance the Hudson Valley's recognition as a destination for Art, Wine and Cultural experiences, as well as to promote agri-tourism, historical sites and special events.
- To directly promote Hudson Valley Artists, Wineries, Galleries, and Historic Sites specifically to Metro NY-area art, wine, culinary writers and critics, event planners, broadcast travel and hospitality shows, and travel and tourism professionals.

Art and Wine have a special affinity especially here in the Hudson Valley. Our local wineries are nestled in the Hudson Valley's amazing landscapes that have inspired artists over centuries. Incredible sculptures and architecture exist side-by-side with beautiful vineyards and farms.

We hope you will accept this invitation to be a part of this exciting celebration of two of Hudson Valley's richest resources, its ART and WINE.

COMMITTEE

Robert Bedford
Executive Editor
Linda Pierro
Managing Editor
Susan Valentine
Event Coordinator

ADVISORY PANEL

Patrick Milbourn
Alyson Milbourn
M Gallery
Paul Gould
Paul Gould Art



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Participating Artists will experience the following:

The program will first be announced publicly on April 27, 2010, at the "Building Your Business: Connecting Arts & Tourism" conference presented by Dutchess County Tourism and the Dutchess County Arts Council, to over 135 attendees.

A juried selection of artists will be chosen to participate in the program beginning mid-May 2010. Participating artists will be officially announced to local and Metro-NY press outlets, as well in the summer 2010 issue of HUDSON VALLEY WINE Magazine.

Artists must select and "partner" with a specified participating Hudson Valley winery to create their wine-inspired artwork. Artists will be supplied a list of wineries with their location, contact and website information, to choose from. If artists are willing, the public will be informed as to when the artist will be creating their art on-site so they might visit that winery, get sneak previews and enjoy special winery events. Artists can choose the season and the location of the subject they wish to create (in the vineyard, inside the winery or tasting room, etc). Artists will have approximately one year to complete their work(s).

A promotional press event at a prestigious art museum, will be hosted by HUDSON VALLEY WINE Magazine in the Fall 2010. Those invited will include the artists and representatives from their partner winery, Metro NY-area art, wine, food and hospitality writers and editors, media spokespersons, travel and tourism professionals, local dignitaries, officials and all sponsors.



Your artwork will be featured at a Grand Art and Wine event in May 2011 at a prominent Hudson Valley historical site where guests will enjoy a professional exhibition of the completed works, along with local wine and gourmet food pairings. A special preview for the press to meet the artists and winery owners will kick off a prestigious public event. Your artwork will be made available for sale at this event.

In addition, selected art will be featured in the special double-issue 2011 edition of HUDSON VALLEY WINE Magazine, and on its website for the duration of 2011.

At the end of this exhibition, (4) selected galleries from Westchester to Albany counties will be invited to show segments of the art exhibited at the Grand Art and Wine Event with the appropriate arrangements being made with the various artists. Upon the scheduling of these gallery showings, HUDSON VALLEY WINE MAGAZINE plans to promote these shows locally and to the Metro NY-area, along with the support of the neighboring cultural institutions and local tourism and government offices.



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Eligibility:

Professional Artists living in the Hudson Valley region of New York are eligible to submit work for jury selection to the program.

Date of Exhibition:

May 2011 with (4) additional gallery showings beginning June through December 2011. Final dates and times of shows will be announced as they are become available.

Jury Selection:

Thirty-five artists will be selected by a juried panel of professionals to participate in this program. You will be notified of your acceptance via mail and email correspondence no later May 30, 2010.

Submissions:

(5) examples from your existing body of work and representing your style of art and medium must be submitted on CD or DVD for review **NO LATER THAN MAY 7, 2010**. A current bio and a fee of \$50.00 (check or money order) must be accompanied with each submission (CD or DVD). Submissions received after May 7, 2010 will not be accepted. CDs or DVDs will not be returned. Entry fees are non-refundable. Disks should be properly packed.

Mail to:

HUDSON VALLEY WINE Magazine

PO Box 353

Coxsackie, NY 12051

UPS or Fedex to:

HUDSON VALLEY WINE Magazine

880 Flint Mine Road

Coxsackie, NY 12051

Entry Form:

All submission CDs or DVDs must have an entry form properly filled out and signed by the artist. Please print clearly and enclose it with your CD or DVD.

Competition Guidelines:

Once selected, artists can choose to work in any media, in any style. Wine, winery or vineyard subject matter is of the artists choice, but must be approved prior to creating the final art. Artist must create a work based on a specific Hudson Valley winery or vineyard, as described on page 2. Maximum size of submitted artwork to be no more than 20" x 24," or other size with no dimension exceeding 24" (including frame). All finished art must be framed, ready to exhibit or hang, or will be deemed unacceptable. Sculpture must be free standing, limited to 50 lbs., and no larger than 36" in any direction. All art must be original, signed works created during and for the express purpose of this program. HUDSON VALLEY WINE MAGAZINE reserves the right to reject any work of art submitted to the final exhibition. Two or more artworks may be created by the artist to replace a sold and taken piece, if applicable.

Sales:

All artwork must be for sale. The artist will receive a commission of 50% on each work sold at the Grand Event, as well as at the exhibiting Galleries (additional details of gallery locations will be available prior to the showings). Price should include frame. Art should not exceed a total value of \$5,000.00.

Responsibility:

Hudson Valley Wine Magazine nor any of its agents shall have any responsibility whatsoever for any loss or damage to any entry from any cause whether such entry shall be on display, in storage or in transit. Artists must carry their own insurance if deemed necessary.* HUDSON VALLEY WINE MAGAZINE requests the right to photograph works for the magazine, catalog, website, and press information. Submitting an entry to this exhibit implies agreement on the part of the artist with the conditions set forth above.

* Insurance and handling of artwork for the Grand Exhibit, as well as at the galleries is responsibility of the artist, unless stated otherwise by HUDSON VALLEY WINE MAGAZINE during the course of this program.



DEADLINE EXTENDED TO MAY 17!

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ALL SUBMISSIONS MUST BE RECEIVED BY MAY 7, 2010

Name _____

Address _____

City, ST, Zip _____

Medium _____

Phone _____

Email _____

Web Address _____

I agree to conditions set forth in this prospectus.

Signature _____

HUDSON VALLEY WINE Magazine
PO Box 353
Coxsackie, NY 12051

