



February 24, 2010

Dear Artist,

Thank you for your interest in Essex County Greenbelt Association's annual Art in the Barn exhibit. Over the last twenty years, the show has gained a reputation as one of the best art exhibits on the North Shore for its quality and diversity of work. This year's exhibit will take place June 10-13, 2010. Art in the Barn is a fundraising benefit for the Essex County Greenbelt Association, a nonprofit land trust dedicated to protecting the open space heritage of Essex County. Over the course of our 49-year history, we have conserved over 13,000 acres of high ecological, agricultural and scenic value throughout the region.

Artists who we've chosen to participate generously contribute 50% of the sales price of each piece to Greenbelt. Artists gain broad exposure through the publicity conducted for the event. Each year we mail more than 5,000 invitations to Greenbelt members and past attendees, distribute over 350 posters throughout the region, and send many press releases to newspapers and radio stations. Over 3,500 visitors attend the exhibit annually.

To be considered for Greenbelt's Art in the Barn 2010, you must submit 5 digital images by **Thursday, April 1, 2010**. The attached "Artist Jury Form" contains detailed instructions.

New artists are chosen for participation based on their work as represented by the submitted materials, and as space becomes available. You will be notified of the committee's decision by May 1. A draft copy of our Artist Instructions sheet is enclosed. We strongly recommend that you join Greenbelt as a member. If you have any questions about Greenbelt's Art in the Barn please call us at (978) 768-7241 extension 10, or email smd@ecga.org. We look forward to working with you.

Sincerely,

A handwritten signature in black ink that reads "Sheilagh Doerfler". The signature is written in a cursive, flowing style.

Sheilagh Doerfler
Operations Manager

ART IN THE BARN 2010 ARTIST INSTRUCTIONS

All pieces must be original artwork, signed by the artist; no reproductions will be accepted. Please read these guidelines and call 978-768-7241, ext.10, with any questions, at your earliest convenience.

- **Event Hours:**

Preview Party*	Thursday, June 10	5:00p.m.-8:00p.m.
Exhibit	Friday, June 11	9:30a.m.-4:00p.m.
Wine & Cheese Reception	Friday, June 11	6:00p.m.-8:30p.m.
Exhibit	Saturday June 12	9:30a.m.-6:00p.m.
Exhibit	Sunday, June 13	10:00a.m.-4:00p.m.

**The Preview Party is for artists and Greenbelt's invited guests, and is not appropriate for children.*

- **Drop-off Schedule: Late arrivals will not be accepted.**

Wall Hung Art: Monday, June 7, 9:00a.m.-12:00p.m., and 4:00p.m.-6:00p.m.

Pottery & Ceramics: Wednesday, June 9, 9:00a.m.-1:00p.m.

Sculpture & Jewelry: Wednesday, June 9, 9:00a.m.-3:00p.m.

- **Pickup Schedule:** You may pick up your unsold work **during these hours only:**
Monday, June 14, 12p.m.-6:00p.m.

- **Table Displayed Work (Pottery, Ceramics, etc.):**

Each artist is assigned a specific table space of approximately 5'x 30". Additional work may be stored below and displayed as space becomes available. You may also display information about your work.

- **Framed Work:**

Artists may submit up to 2 (changed from 3) original framed pieces. This is a change in order to be able to hang all art from the start of the show.

Pieces must be properly framed with screw eyes and picture wire.

We will not exhibit framed pieces that have been previously shown at Art in the Barn.

Maximum Size (including frame) is 30"x30". Larger pieces will not be accepted.

- **Shrink-Wrapped Work:**

Artists may submit up to 10 shrink-wrapped, unframed **original** pieces. Previously exhibited framed art *can* be entered as shrink-wrapped art.

- **Suggested Pricing:**

The best sellers typically are: framed pieces from \$300-\$600, shrink-wrapped work at \$150, or less, small pottery pieces from \$18-\$40, and large pottery pieces from \$60-\$150. All work *must* be priced in even dollar amounts. Functional pottery and woodwork sells the best.

- **Payment Terms:**

The show is a fundraising event for Greenbelt. Greenbelt and the artist each receive 50% of the purchase price of each piece. Neither Greenbelt nor the Art in the Barn Committee will be responsible for art being sold less than the artist intended due to improper price labeling. Payments to artists will be made about two to three weeks after the event, allowing checks and credit card payments to clear.

- **Artist Biography:**

Participants are encouraged to provide us with a **1 to 2 page** biography, which we make available for viewing during the show. Please date the biography to ensure we use the latest version.

As a nonprofit organization, we are unable to carry the cost of insuring artwork during exhibit. We make every effort to keep the Barns secure, and the Essex police are aware of the show and will provide a presence during the weekend. If you require insurance coverage, you may wish to insure your work through a rider on your homeowner's policy.

Artist Jury Form

Name: _____

Address: _____

Telephone: Daytime _____ Evening _____ Other _____

E-Mail: _____ Website: _____

To be considered for Greenbelt's Art in the Barn 2010, you must submit 5 digital images* by one of the methods below. The deadline is **Thursday, April 1, 2010.**

Submit a CD by mail and:

- Completed "Artist Submission Information" (below)
- A self-addressed return envelope with adequate space and postage to return your materials.
- An Artist Biography, which, if accepted, will be available for viewing at event. Please date the back.

OR **Submit by email to smd@ecga.org and:**

- The Title, Dimensions, Media and Price for each image submitted. You can put this in the body of the email or attach a separate document.
- An Artist Biography, which, if accepted, will be available for viewing at event. Please date the back.

Artists are chosen for participation based on their work as represented by the submitted materials, and as space becomes available. You will be notified of the Committee's decision by May 1. A draft copy of our Artist Instructions sheet is enclosed.

Artist Submission Information

<u>Filename</u>	<u>Title of Piece</u>	<u>Dimensions</u>	<u>Media</u>	<u>Price</u>
1.	_____	_____	_____	_____
2.	_____	_____	_____	_____
3.	_____	_____	_____	_____
4.	_____	_____	_____	_____
5.	_____	_____	_____	_____

* For each digital image submitted, please indicate the title of the piece in the filename. Each image file should be 1 MB *or smaller* and the preferred format is .jpeg or .tiff. If submitting by CD, please write your name directly on the CD.