

BUCKS COUNTY WINE & ART TRAIL PROSPECTUS

BUCKS COUNTY, PA

Wine & Art Trail



VISIT BUCKS COUNTY
Pennsylvania



@VisitBucksPA

#DrinkinBucksCo | #ExploreinBucksCo

- The Bucks County Wine & Art Trail is an exciting new partnership between Visit Bucks County (VBC) and the Arts & Cultural Council of Bucks County (A&C).
- Artists working in all mediums and styles are invited to visit participating wineries throughout Bucks County between April 1 - July 1, 2022, to create works for the Bucks County Wine & Art Trail. Curated works will be displayed as outdoor art reproductions (24x36) at the wineries and on a FREE set of fine art notecards beginning October 2022. Curated submitted works will also be included in an in-person exhibition, sale and community reception at Freeman Hall in Doylestown in July 2023.
- Artists may work en plein air or may visit wineries to photograph and/or sketch in preparation for works to be created in their studios.
- Artists may submit two pieces of work in any medium or style online between April 1 - July 1, 2022; representational and non-representational work is encouraged.
- A&C and VBC representatives will curate selections from the works submitted to be exhibited on professionally printed weatherproof display panels at respective wineries from October 1, 2022 - September 1, 2023. Artist contact information and statement will be displayed with their work at each location.
- A&C and VBC representatives will also curate one image created at each of the participating wineries to be printed on a notecard and distributed as part of the FREE set of limited edition Bucks County fine art notecards that those completing 3 or more check-ins at participating wineries will receive.
- Curated submitted works will be included in an in-person exhibition sale, and community reception at Freeman Hall in Doylestown in July 2023.

INFORMATION

- View Project Overview at www.visitbuckscounty.com/wineandartrail
- Still have questions? info@bucksarts.org

TIMELINE

- **February 15 - March 15, 2022:** Artists "Commit to Participate" in Bucks County Wine & Art Trail project.
- **February 17, 2022:** Artists may attend informational Zoom kickoff at 6 p.m. about the Bucks County Wine & Art Trail; attendance is not required to participate in the project.
- **April 1 - July 1, 2022:** Artists create and submit plein air or studio works for the Bucks County Wine & Art Trail project.
- **August - September 2022:** VBC and A&C representatives curate winery displays, print display panels, notecards and finalize marketing; artist notifications via email.
- **October 1, 2022 - September 30, 2023:** Bucks County Wine & Art Trail exhibition at participating Bucks County wineries.
- **July 2023:** Freeman Hall exhibition, sale, and community reception of curated submitted Bucks County Wine & Art Trail works.

continued

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STEP 1: COMMIT TO PARTICIPATE

- “Commit to Participate” online **February 15 - March 15, 2022**.
- Artists will submit one piece of current work as a sample of style, medium, etc.
- Artists will also indicate wineries they are interested in interpreting as part of the Bucks County Wine & Art Trail project; checklists and information will be provided.
- After completing the “Commit to Participate” online form, registered artists receive information packets by email outlining the event, participating wineries and instructions.

STEP 2: SUBMIT

- Submit work online **April 1 - July 1, 2022**
- There is no fee to enter this exhibition; membership in the A&C is not required.
- Participating artists may each submit 2 pieces in any medium or style - paintings, works on paper, mixed media, digital art, photography, relief sculpture, fine craft, etc.
- Art not to exceed 16 x 20 inches: if 2D, exclusive of frame.
- Artists must submit images properly prepared —72 dpi, JPEG; focused, not blurry; cropped, not crooked; high quality; no larger than 5 MG file size.
- All images must be saved with identification when submitted: ArtistName_Title_Medium.JPG — i.e., Vincent van Gogh_Starry Night_oil on canvas.JPG — NOT IMG-4256.JPG
- A&C reserves the right to reject images that are poor quality, not properly prepared or labeled.
- Artists may not replace images after they are submitted.
- The Bucks County Wine & Art Trail will be curated from work submitted; artists will have work on social media, at wineries, on fine art notecards and in an in-person exhibition.

SALES

- All artwork created as part of the Bucks County Wine & Art Trail will be available for sale.
- Artists will receive 80% of the proceeds from the sale of any artwork. The remaining 20% will support the Arts & Cultural Council of Bucks County.
- Buyers will purchase work directly through the artists, and artists will submit 20% of the sale to the A&C within 2 weeks of the sale date. Checks should be made payable to the Arts & Cultural Council of Bucks County and mailed to: Arts & Cultural Council of Bucks County, c/o Arts Department BCCC, 275 Swamp Road, Newtown PA 18940.

- Artwork sold at in-person exhibition and sale in July 2023 will be handled by the A&C. Artists will receive 80% of the proceeds from the sale on any artwork from the A&C.
- Artists will be responsible for handling every aspect of their transactions prior to the in-person exhibition, including processing of payment, shipping or delivery, customer service, etc. Please keep this in mind when establishing prices.

PROMOTION

- A&C and VBC will promote the Bucks County Wine & Art Trail through paid digital and social ads, promotion through social media; extensive publicity via pitches to local and arts press; prominently featured on A&C and VBC websites.
- A free mobile passport program will encourage visitation to every winery participating in the Bucks County Wine & Art Trail throughout the run of the project.
- The in-person exhibition, sale, and community reception at Freeman Hall in July 2023 will be promoted heavily through all channels by A&C, VBC, and wineries.

LIABILITY

- The work I am submitting for the Bucks County Wine & Art Trail is the possession and responsibility of the artist.
- I understand that a reproduction of my artwork may be displayed on outdoor display posters located at the wineries for at least eleven months.
- Any works submitted to the Bucks County Wine & Art Trail may be photographed, and photographs may be used by the A&C, VBC, and participating wineries for video, television, billboards, website, internet, publicity, films, social media, and A&C, VBC and winery publications.
- I understand that the artist’s name may be used in conjunction with the images.
- I understand that the A&C, VBC and participating wineries will not share these images with any other institution or organization for their use without prior permission.

EXHIBITION COMMITTEE

- Ruth Anderson, Robbin Farr, Vincent Hawley, Bill Milnazik, Susan Peiffer, Jane Ramsey, and Hayden Saunier; Visit Bucks County.
- Contact at info@bucksarts.org



HOW TO LABEL YOUR IMAGE

All images must be labeled with identification when submitted for Arts & Cultural Council exhibitions and events.

ArtistName_Title_Medium.JPG

i.e., Vincent van Gogh_Starry Night_oil on canvas.JPG

NOT IMG-4256.JPG

Sending us an image labeled IMG-4256.JPG is like sending a work of art out of your studio without a signature on it. (You would probably never do that, right?) It also makes it extremely difficult for us to identify and inventory the breadth of artworks we deal with on a regular basis.

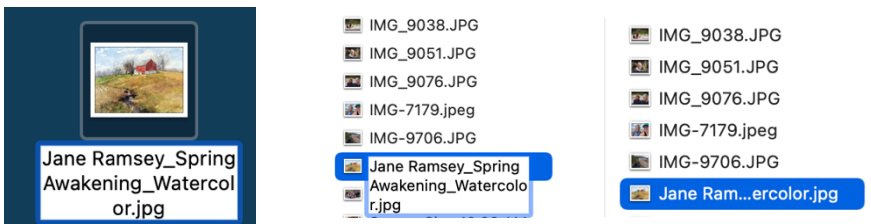
Step One: Your image is on your computer desktop or in a roster of images but is labeled with a bunch of random numbers.



Step 2: Put your cursor over the random numbers to highlight them.



Step 3 - Type your name, title, and medium in to replace the highlighted random numbers. Don't forget that the image needs a .jpg or .jpeg extension at the end. LOOK HOW MUCH EASIER IT IS TO FIND!!!!



Voila! Now when you open your image, you can see that it is labeled correctly (see identifiers at the top!)

