

BUCKS COUNTY WINE & ART TRAIL PROSPECTUS

BUCKS COUNTY, PA

Wine & Art Trail



VISIT BUCKS COUNTY
Pennsylvania

ac Arts & Cultural
Council of
Bucks County

@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



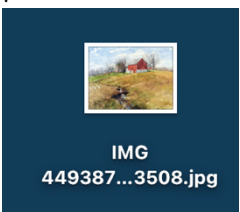
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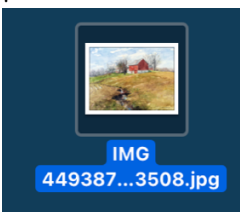
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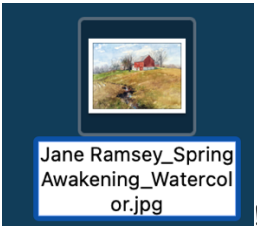
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