

2023 BUCKS COUNTY WINE & ART TRAIL PROSPECTUS

BUCKS COUNTY, PA

Wine & Art Trail



VISIT BUCKS COUNTY
Pennsylvania



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- The Bucks County Wine & Art Trail is an exciting 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 October 1, 2022, and June 24, 2023, 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 2023. Curated submitted works will also be included in an in-person exhibition, sale, and community reception at Freeman Hall in Doylestown in 2024.
- 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 up to two pieces of work in any medium or style online between April 1 - June 24, 2023; representational and non-representational work from any season 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, 2023 - September 1, 2024. 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 2024.



INFORMATION

View Project Overview at www.visitbuckscounty.com/wineandarttrail or <https://www.bucksarts.org/wine-art/>

Still have questions? info@bucksarts.org



TIMELINE

- **September 29, 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 but is helpful.
- **October 1 - November 15, 2022:** Artists "Commit to Participate" in Bucks County Wine & Art Trail project. Returning artists are required to "Re-commit" if they want to be part of the 2023 Trail; they will re-use lanyards issued in 2022.
- **October 1, 2022 - June 24, 2023:** Artists create plein air or studio works in any medium or style for the Bucks County Wine & Art Trail project.
- **April 1 - June 24, 2023:** Artists submit completed works for consideration for the 2023 Trail.
- **July - September 2023:** VBC and A&C representatives curate winery displays, print display panels, notecards and finalize marketing; artist notifications via email.
- **October 1, 2023 - September 1, 2024:** Bucks County Wine & Art Trail exhibition at participating Bucks County wineries.
- **September 2024:** Freeman Hall exhibition, sale, and community reception of curated submitted Bucks County Wine & Art Trail works.

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STEP 1: COMMIT TO PARTICIPATE

- **“Commit to Participate” online October 1 - November 15, 2022.**
- Artists will submit one piece of current work as a sample of style, medium, etc.
- New Trail artists will indicate up to 4 wineries they are interested in interpreting as part of the Bucks County Wine & Art Trail project; checklists and information will be provided. Artists will be assigned wineries to ensure broad participation at each winery.
- Returning Trail artists will indicate which 2 wineries they would like to focus on in 2022-2023.
- After completing the “Commit to Participate” online form, registered artists receive a participation certificate and information packets by email outlining the event, participating wineries, and instructions. Artists will receive their Trail lanyards in the mail; returning artists may use their 2022 lanyard.



STEP 2: SUBMIT

- **Submit work online April 1 - June 24, 2023.**
- There is no fee to enter this exhibition; membership in the A&C is not required.
- Participating artists may each submit 1 or 2 pieces in any medium or style from the wineries to which artists have been assigned - paintings, works on paper, mixed media, digital art, photography, relief sculpture, fine craft, etc.
- Artwork curated for the Trail will be reproduced in a rectangular (vertical or horizontal) 24 x 36-inch proportion; keep that in mind when producing your art.
- Art not to exceed 16 x 20 inches: if 2D, exclusive of frame (size restriction related to in-person exhibition space).
- 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 outdoor panels and notecards will be curated from work submitted; 21 works will be selected. All participating artists will have work promoted on social media and displayed in the in-person exhibition. All artists will be included in winery promotions throughout the year. All artists may visit wineries throughout the year for the purpose of art making.

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 as co-managers of the event.
- If buyers purchase work directly through the artists, 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, PO Box 336, Doylestown, PA 18901.
- Artwork sold at the in-person exhibition and sale in 2024 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 2024 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.
- I understand that a reproduction of my artwork may be reproduced as part of a set of notecards to be use for the Passport program.
- 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, Susan Forker, Vincent Hawley, Bill Milnazik, Margaret Montet, Jane Ramsey, and Hayden Saunier, Visit Bucks County.
- Contact at info@bucksarts.org

BUCKS COUNTY WINE & ART TRAIL – ARTIST GUIDELINES

The Arts & Cultural Council of Bucks County (A&C) is very excited to partner with Visit Bucks County (VBC) on the Bucks County Wine & Art Trail. As a committed artist, you are an ambassador for the Arts & Cultural Council of Bucks County, Visit Bucks County, the Bucks County Wine & Art Trail and for all regional artists while out at the wineries. The following guidelines should help you have a positive experience as part of this exciting collaboration.

REMINDER: WINERY VISIT AGREEMENT

Just a reminder that you agreed to the following when you completed your Commit to Participate form:

- Artists who commit to participate agree to visit wineries between April 1 - July 24, 2022, to create original works in any style or medium for the Bucks County Wine & Art Trail, opening October 1, 2022, as outlined in the prospectus.
- Artists who commit to participate understand that they may visit any of the participating wineries for the purpose of art-making for the run of the program, but agree to only submit works through the “submission form” inspired by specific wineries to which they were assigned in this “Commit to Participate” packet.
- Artists who commit to participate agree to adhere to the guidelines below for visiting the wineries.

BEFORE YOU GO

- Please check the winery’s hours of operation and the information about after-hour visiting provided in your packet.
- Artists are required to respect all Covid restrictions in place at the wineries. Check websites in advance.
- Always wear your branded lanyard that shows you are a designated artist in the event.
- Share the QR code (on your lanyard) and encourage winery visitors to find out more information on VisitBucksCounty.com/Wineandarttrail
- Feel free to bring your own artist cards to promote your work if asked by a patron.
- Bring your own snacks and beverages. If the winery offers you a glass of wine, by all means enjoy, but don’t expect that you will receive a free tasting.
- Bring a trash bag; carry in, carry out.
- Bring cleaning supplies; wineries’ restroom facilities are not available for washing tools and brushes.
- To improve your social media coverage, email us in advance of your trips to the wineries at info@bucksarts.org and marketing@visitbuckscounty.com.
- Send us on site pictures of the artist at work, works in progress, etc., to info@bucksarts.org.

BE MINDFUL OF WHERE YOU SET UP TO PAINT, DRAW, OR PHOTOGRAPH.

- If in doubt, always ask.
- Please keep your cars on the designated driveways or areas marked for driving.
- Please park in the designated parking spaces at the wineries and carry your equipment to your painting spot.
- Don’t set up in parking areas or driveways.
- Don’t set up on pathways or in front of doorways/entrances.
- Please don’t use the tables, chairs and or benches for your art set-up. They are provided for the winery patrons.
- If you are using paints, please use a drop cloth to protect the ground surface under you.
- Likewise, if the ground is damp or dewy and you intend to stand and work for a long period of time be aware that you can create a muddy spot and even hurt plantings and/or grass. A piece of cardboard to stand on will ensure that you leave the spot undisturbed.
- Be courteous to other artists who are already set up and working - don’t set up and block their views.
- Don’t dispose of any solvents or paint water on the grounds of the wineries.
- Do not use the wineries’ restroom facilities for washing tools and brushes.

Details about the in-person exhibition at Freeman Hall will be available in early 2023.

THANK YOU for being an important part of the Bucks County Wine & Art Trail

QUESTIONS? info@bucksarts.org