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Dutchess County Arts Council Art in the Loft 2010 CALL FOR ENTRIES

The Dutchess County Arts Council wants to give member artists the opportunity to display and sell their work. In cooperation with Millbrook Vineyards & Winery, the Arts Council will once again be curating shows in the loft space above the Winery's main building. The project is known as "Art in the Loft" and three shows are organized each year.

We invite all DCAC member artists to submit work to be juried for inclusion in the Art in the Loft exhibition series. There is no entry fee. To enter, submit three (3) digital images by email to info@artsmidhudson.org or send us a CD labeled with your name to Dutchess County Arts Council, 9 Vassar Street, Poughkeepsie, NY 12601. Images should be jpegs (300dpi), no larger than 1400 pixels at the longest dimension. In naming digital files, include artist's surname and title of the work. Also provide the title, size, and medium of each entry in the email or with your CD. An artist's statement is optional. **Deadline for entries: Monday, March 22, 2010.**

During the months of May through October, Millbrook Vineyards & Winery has an average of 300-400 people per week through their tasting room. Art in the Loft is adjacent to the tasting room. People taking the winery tours, as well as other visitors, pass through the Art in the Loft gallery space. The Arts Council and Millbrook Vineyards will assist with press releases, announcements, and the installation of each show. Artists are welcome to schedule a reception for their exhibit. The Arts Council will reimburse the artists \$50 for wine at the reception.

Jury to include: Michelle Farnum and Jay Morales of Gallery on the Green in Pawling; Stacy Hudson from the Millbrook Winery, and others.

SECOND ANNUAL WINE LABEL COMPETITION! Artists selected for Art in the Loft will each submit an image for the Wine Label Competition that will be displayed at the Millbrook Winery and online from May through October. Visitors to the Winery and both the DCAC and Winery websites will have the opportunity to vote for their favorite piece. The winner will be announced at a culminating event and the winning art will be featured on a wine label.

Important considerations regarding Art in the Loft:

The space at Art in the Loft is a long hallway running down the center of the loft of the barn. The "loft" is 95 feet long, 10.5 feet wide and 6 feet high. (The ceiling is much higher.) The wall space is not continuous. Windows, which look down into the pressing room, are set into the wall every 9 feet or so, breaking the exhibition space into 14 sections. There is adjustable track lighting.

Additional considerations:

- Only DCAC members may submit work for consideration.
- Students are welcome.
- Artists who exhibited at Art in the Loft in 2008 or 2009 are not eligible this year.
- Work must be suitable for exhibition (as determined by jury).
- Artist must have at least ten works ready to hang.
- Hanging work only. The space is too narrow for free-standing sculpture.
- The space is not climate controlled.
- Artists are responsible for installing & removing work under Arts Council supervision.
- Arts Council commission on work sold as a result of the exhibition will be 25%.

- Visitors to the exhibit can purchase work through the Winery. Purchased art can be taken away that day, which encourages more sales and reduces shipping fees. Artists will be asked to provide other work in the event of a sale.

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Tentative Exhibit Dates

Show 1: install April 27: run through June 29: breakdown June 30

Show 2: install July 1 & 2: run through August 24: breakdown August 25

Show 3: install August 26 & 27: run through November 15: breakdown November 16

Please feel free to contact us with any questions you may have. We look forward to hearing from you.