

# 2009 Napa Valley Mustard Festival Visual Art Competition & Exhibit

## Awards

<b>First Place</b>	<b>Flatwork &amp; 3-D</b>	<b>\$1,000 each</b>
<b>Second Place</b>	<b>Flatwork &amp; 3-D</b>	<b>\$500 each</b>
<b>Third Place</b>	<b>Flatwork &amp; 3-D</b>	<b>\$250 each</b>

*Honorable Mentions to be awarded at the jurors' discretion*

## Jurors

**Gordon Huether** Since 1989 Napa artist Gordon Huether has been awarded more than 40 public art projects for hospitals, airports, playgrounds, parking centers, schools, libraries, fire departments, and transit centers. As well as the large-scale public installations, Huether has completed many privately commissioned works for homes and corporations, and continues to show and sell his fine art around the country.

And judging team, tba.

## Pricing

The artist chooses a retail price of which the artist will receive one-half (artist net price) if the piece sells. The NVMF will add \$100 to all artist net prices of less than \$500; and add \$200 to all net prices of \$500 or more to establish for the starting bid. The retail price and a "take it away price" available during *Mustard Magic* only will be listed under the starting bid. Example: retail \$1,000 = auction starting bid \$700 "take it away price" \$850 = artist net price \$500. Modest pricing is recommended.

## Eligibility

This juried exhibition is open to all residents of Northern California. Art must be original and completed within the last two years. Both flatwork and 3-D work will be considered in all media, except photography. (See [mustardfestival.org](http://mustardfestival.org) for photography competition guidelines.)

## Digital Images

Include your email address or a SASE; CD, check, biography, and entry form. CDs of accepted works will be retained by the NVMF as a record of the exhibit. Artists will be notified as to the status of their entry via email or notification card.

All entries are subject to the jurors' selection and their decision is final. Mark each CD with the artist's name, title, medium, date of artwork, and size (height, width, depth).

## Entry Rules

Selection of work will be made from digital image JPEGs. Submit one standard digital camera image 72 DPI JPEG for each 2-dimensional piece and two JPEGs for each 3-dimensional piece (front and back). Each artist may submit up to three works of art for jurying. All flatwork must be ready for hanging with hangers and wire-attached. Size limitation: 4 ft X 4 ft. If the size or weight of 3-dimensional work exceeds what a representative of Summers-McCann can easily handle, the artist will need to transport the piece directly to the CIA and to St. Supéry Winery. Digital images are assumed to be accurate representations of actual works. The jurors will reserve the right to reject any accepted work not accurately represented by the digital images.

## Entry Fees

Artists may submit a maximum of three entries, in one or both categories. The entry fee is \$35 total for one, or \$50 for two or three entries. All fees are non-refundable. Please make your check payable to NVMF and mail with a CD featuring your digital images, and artist biography, entry forms, and SASE or email address to Napa Valley Mustard Festival, c/o Summers McCann Public Relations, P.O. Box 1385, Sonoma, CA 95476.

## Delivery or Shipping of Accepted Works

Artists may personally hand deliver, or may ship prepaid by UPS. Shipped work must be accompanied by return shipping paperwork and payment. Please include a \$20 per piece handling fee for shipped pieces (Credit Card # or Check). NVMF is not responsible for work damaged during shipping.



*- Scorched Planet -  
Second Place, Three Dimensional  
Work, 2008, by Anna Martin*



*- I Sea You -  
First Place, Three  
Dimensional Work,  
2008, by Diane Flyr*

**For additional information call  
Summers-McCann, Inc. 707.938.1133**

**Napa Valley Mustard Festival**  
c/o Summers-McCann PR  
PO Box 1385 • Sonoma, CA 95476

**Sixteenth Annual Napa Valley Mustard Festival**  
**January 31 – March 28, 2009**

Napa Valley, CA ~ Visit Napa Valley during the months of February and March and experience the Napa Valley Mustard Festival's Season of Sensational Events. This two-month showcase of food, wine, and art celebrates the rich, unique agricultural and cultural bounty of Napa Valley. Fields, vineyards and hillsides vibrant with wild mustard in bloom provide a breathtaking backdrop.



*- Apples in Plastic -*

*First Place, Two Dimensional Work, 2008, by Victoria Mimiaga*

**2009 Visual Art Competition & Exhibit**  
Sponsored in part by St. Supéry Winery

Wild mustard paints the Napa Valley countryside with gold from mid-January through March each year. The Napa Valley Mustard Festival was created to honor this spectacular time of year and to celebrate the food, wine, art, culture, history, and agriculture of Napa Valley.

Quality of work will be the foundation of judging criteria for the 16th annual Napa Valley Mustard Festival Visual Art Competition. The invitation is open to works in any medium from traditional to experimental with the exception of straight photography. (Visit [mustardfestival.org](http://mustardfestival.org) for photography contest information and guidelines.) The competition is designed to celebrate fine art and support artists in their creative endeavors. Artists may submit works of their own choice, as well as works which depict the many facets of Napa Valley.

Accepted work will be unveiled for sale at silent auction at Mustard Magic ~ The Grand Opening Event, January 31, 2009 at The Culinary Institute of America at Greystone in St. Helena, which launches the 16th annual Napa Valley Mustard Festival. St. Supéry Winery in Rutherford will host the remaining exhibition offered at exhibit pricing through March 31, 2009.

Two tickets to Mustard Magic (regularly \$125 per person) are available to participating artists at the discounted rate of \$75 per person and can be purchased when dropping off artwork.



THE WORLD'S PREMIER  
CULINARY COLLEGE

**2009 Visual Art Competition & Exhibit**  
*Deadline for Entries January 13, 2009*

**CALENDAR**

**TUESDAY, JANUARY 13**

**DEADLINE FOR SUBMITTING ENTRIES**

Mail CDs, entry forms, brief biography, fee (\$35 for one entry, \$50 for two or three entries), and

SASE, or email address to:

Napa Valley Mustard Festival

c/o Summers-McCann PR

PO Box 1385

752 Broadway

Sonoma, CA 95476

**THURSDAY JANUARY 15**

**JURYING**

**FRIDAY, JANUARY 16**

Notification will be mailed or emailed to artists indicating works accepted or not accepted. Please no phone calls.

**FRIDAY JANUARY 23**

**or SATURDAY, JANUARY 24**

Hand deliver accepted work in an open-topped box, **without bubble wrap or peanuts** (a small sculpture may have bubble wrap) to: Summers-McCann, 752 Broadway, Sonoma, between 11 am and 4 pm. Buy your artist discount tickets to Mustard Magic at this time.

*~or~*

**WEDNESDAY, JANUARY 28**

Ship accepted work unable to be dropped off to arrive by Wednesday, January 28 to: Summers-McCann, 752 Broadway, Sonoma, CA 95476.

**SATURDAY, JANUARY 31**

**Mustard Magic**, 7 pm, The Culinary Institute of America, St. Helena, the Grand Opening of the 2009 Napa Valley Mustard Festival. The unveiling of the Napa Valley Mustard Festival 16<sup>th</sup> annual Visual Art Competition, exhibit and auction.

**SATURDAY, FEBRUARY 7**

Artists' Wine and Cheese Reception hosted by St. Supéry Winery, 5 to 7 pm, 8440 St. Helena Highway, Rutherford.

**TUESDAY, MARCH 31**

Please pick up unsold work at St. Supéry Winery 11 am to 4 pm, 8440 St. Helena Highway, Rutherford. Return shipping must be prepaid.

S T. SUPÉRY

# 2009 Napa Valley Mustard Festival Visual Art Competition & Exhibit

## Entry Form

**Release**

I have reviewed the NVMF Visual Art Competition guidelines and agree to enter the competition as outlined. I agree to not hold NVMF, St. Supéry Winery, Summers-McCann, jurors, or The Culinary Institute of America responsible in the event of damage or theft. I authorize reproduction of my work for Napa Valley Mustard Festival publicity.

X \_\_\_\_\_  
Signature Date

**Entry Form**

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
email \_\_\_\_\_  
Telephone \_\_\_\_\_

My check for \$ \_\_\_\_\_ payable to:  
The Napa Valley Mustard Festival is enclosed.

Flat 3D

1. Title \_\_\_\_\_  
Retail \$ \_\_\_\_\_ Size \_\_\_\_\_ Med \_\_\_\_\_

2. Title \_\_\_\_\_  
Retail \$ \_\_\_\_\_ Size \_\_\_\_\_ Med \_\_\_\_\_

3. Title \_\_\_\_\_  
Retail \$ \_\_\_\_\_ Size \_\_\_\_\_ Med \_\_\_\_\_

**Summers McCann Public Relations,  
P.O. Box 1385 • Sonoma, CA 95476  
mustardfestival.org**

*Deadline for Entries January 13, 2009*

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