

NAPA VALLEY
Mustard Festival

2010 Visual Art Competition & Exhibit



2010 First Place Flatwork
Liz Brozell

Seventeenth Annual Napa Valley Mustard Festival January 30 – March 27, 2010

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.

2010 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 17th 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 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 30, 2009 at The Culinary Institute of America at Greystone in St. Helena, which launches the 17th annual Napa Valley Mustard Festival. St. Supéry Winery in Rutherford will host the remaining exhibition offered at exhibit pricing through March 29, 2010.

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.

Awards

First Place	Flatwork & 3-D	\$1,000 each
Second Place	Flatwork & 3-D	\$500 each
Third Place	Flatwork & 3-D	\$250 each

Honorable Mentions to be awarded at the jurors' discretion

Jurors

Bob Pallas, Connolly Ranch Executive Director and Chairman of the Board

Bob received his Bachelor of Business Administration degree from Western Michigan University with a major in marketing. He was the President and founder of Pallas Advertising in San Francisco for 18 years; and Vice President/Management Supervisor of J. Walter Thompson Company in New York and San Francisco. Bob and his wife, Kristine, are co-founders of the Napa Valley Art Festival, a juried exhibit and sale of over 300 original paintings by 30+ of the West's premier representational artists. Bob is the Director of this annual art festival.

Kristine Pallas

After a long career as an Art Director/Creative Director, Kristine now devotes her creative energies full-time to her first love - oil painting. She is currently focusing on everyday scenes and still lifes and often paints en plein air - outside in the open air. She finds the natural outdoor lighting fleeting but it gives her subjects a color range not available in the studio, particularly in the shadows and reflected lights. She is a member of the Oil Painters of America and an associate member of the California Art Club. She is on the Advisory Committee of the Arts Council of Napa Valley.

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.

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 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).

CALENDAR

For additional information call
Summers-McCann, Inc. 707.938.1133

FRIDAY, JANUARY 15

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
Sonoma, CA 95476

TUESDAY JANUARY 19 JURYING

WEDNESDAY, JANUARY 20

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

FRIDAY JANUARY 22 or SATURDAY, JANUARY 23

Hand deliver accepted work in an open-topped box, **without bubble wrap or peanuts** (a small sculpture may have bubble wrap) to: Jessel Gallery, 1019 Atlas Park Road, Napa, between 11 am and 2 pm.
Buy your artist discount tickets to Mustard Magic at this time.

SATURDAY, JANUARY 30

Mustard Magic, 7 pm, The Culinary Institute of America, St. Helena, the Grand Opening of the 2010 Napa Valley Mustard Festival. The unveiling of the Napa Valley Mustard Festival 17th annual Visual Art Competition, exhibit and auction.

SATURDAY, FEBRUARY 6

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

MONDAY, MARCH 29

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

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 _____

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c/o Summers-McCann
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