

CALL FOR ARTISTS



In coordination with the



will present a

Art for Solis Wine Exhibition

March 29 – June 28, 2012

at:

Solis Winery Tasting Room

3920 Hecker Pass Hwy,

Gilroy, CA 95020

408.847.6306

Hours: Daily 12-5pm

This summer [Solis Winery](#) and the [Valle del Sur Art Guild](#) will launch an art competition for artwork to be incorporated into the label design on bottles of Solis' Valle del Sur Wine, a custom blend to be featured at the bottle-your-own wine event at Solis Winery in spring 2013.

CALENDAR

March 15 (Thursday): **Pre-registration due.** If registration is heavy, a preliminary selection of 15-20 works will be done based on the jpegs submitted. Exhibit selection will be done by a team of Valle del Sur Exhibit Coordinators: Jeanie Watson, Karen Garnett and Loma Saiki.

March 22 (Thursday): **Notification.** Artists will be advised which works to bring.

March 29 (Thursday): **Drop off artwork** 12 noon at Solis Winery Tasting Room. Art will be hung in the early afternoon. Artists will be notified if their work is not hung and needs to be picked up.

March 30: (Friday) Noon. **Show is open.** Artists pick up art not hung by 1pm.

The wine label art selection of the art will be made from the exhibited works by a team to include local dignitaries, artists and Solis personnel.

June 21 (Thursday): **Awards Presentation** 6-8pm Solis Winery Tasting Room..

June 28 (Thursday): **Last day. Pick-up artwork** 12 noon and before 1pm.

FEES

No cost to Valle del Sur members.
\$25 for non-members includes VDS membership and two entries.
Maximum entries per artist: two pieces.

MEMBERSHIP

To join, complete a [membership application](#) and mail it with this form and your check.

GENERAL GUIDELINES

ORIGINAL ARTWORK: All work must be original in concept, completed by the artist within the last two years, and not entered in any previous Art for Solis Wine competition. Compositions taken from published material or involving copyright issues will not be accepted. Collages incorporating photographic images will not be accepted. DO NOT include any text, writing or words on the artwork. Horizontal or square formats will more easily fit the 2:1 ratio of the final label.

SIZE: Submitted art can be any size up to 24x24" excluding frame. Minimum size for exhibited work is 8x10". Do not submit multiple works such as diptychs.

DIGITAL FORMAT: JPEG minimum 300DPI. Images should be 1920 pixels largest dimension. Filename format: ArtistsName_TitleofArtwork.JPG. A high resolution digital image will be used for the preliminary selection of works for tasting room display. Poor images may cause your work to be disqualified.

FRAMING: Wall art must be framed, wired, & ready for hanging.

* No saw-tooth hangers are allowed.
* No frames may have pressure retainer spring clips.

* No frameless "L" pins, Swiss corner clips, gallery clips are permitted.

* Wrap around canvases are permitted providing edges are paint-finished and have no visible staples.

LABEL NOTES: Valle del Sur will print labels for each work. Be sure your information is accurate.

Copies of this prospectus may be downloaded from: www.valledelsur.org

SALES

Sales transactions will be handled through Solis Winery Tasting Room. Solis will pay sales tax and collect a 20% commission. Artwork should remain in the exhibit, until the award selection has been made.

AWARD

The winning entry will be awarded a case of wine.

LABEL AWARD NOTES

The final art wine label design will be an image sized 6" wide x 3" high. Solis' graphic artist will add text elements and the Solis logo. The graphic designer may require a professional digital image of the artwork selected for the label. The artist agrees to provide the artwork, unframed, for this purpose after the exhibition.

The winery will use the image of the winning artwork only for the label design for the spring bottle-your-own Valle del Sur wine (approx 300 cases).

Note that the winery may adapt, crop or color shift your artwork as part of their label design. Note that a minimal number of color inks (perhaps only 2) will be used during the printing process, so there will be color variation between your artwork and the final wine label art. You will be shown a copy of the label draft prior to printing. If you do not accept the draft, your artwork will not be used, and the Valle del Sur name will not appear on the wine.

Because an artist retains the copyright to original artwork, any subsequent use of the artwork for label design must be negotiated between the artist and the winery.

QUESTIONS

Jeanie Watson jeanie@jeaniewatson.com
408-848-0682
Or Karen Garnett kgarnett@garlic.com
408.691-2416

ENTRY FORM

Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

ARTIST appreciates the opportunity to exhibit work provided by Valle del Sur (VDS) and Solis Winery. For each art work, VDS and Solis Winery have the right to decline to exhibit works on an individual basis.

The undersigned **ARTIST** hereby releases both VDS and Solis Winery from liability for loss, theft or damage of any kind to artwork provided by the **ARTIST** for display during the exhibition. Insurance is the responsibility of the **ARTIST**.

ARTIST SIGNATURE

DATE

Payment enclosed: \$ _____

Check payable to: **Valle Del Sur Art Guild**

For Official Use Only New Member _____

Entry# _____ Check# _____

Art for Solis Wine

March 29 – June 28, 2012

Registration Due: Dec 29, 2012

If a new member, mail checks to:

2012 VDS Art for Solis Wine
c/o Karen Garnett
2500 Huston Court,
Morgan Hill, CA 95037

The electronic version of this form can be filled in and saved on your computer. Fill in the blanks. Use Save As to save the completed form and add your name to the end of the filename. Email a copy along with your JPGs. Print one copy and sign and bring with your artwork.

Email form and jpgs to kgarnett@garlic.com

-Attach 1 copy to bottom back side of the artwork.

-Keep 1 copy for your records.

-Bring a signed copy with your artwork.

If art work is "Not For Sale", please indicate that on the label.

Artist: _____

Title: _____

Medium: _____ Size: _____

Price: _____

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Title: _____

Medium: _____ Size: _____

Price: _____