



# Call for Entries

Sculptures & Installations

Application Deadline: May 1st, 2015

Thank you for your interest in participating in the  
3<sup>rd</sup> Biennial Award-Winning  
Art In the Orchard Sculpture Exhibition

August 13 – October 31, 2015  
Park Hill Orchard  
Easthampton, Massachusetts

For questions contact Jean-Pierre Pasche at (413) 529-9265  
or email [AIO@parkhillorchard.com](mailto:AIO@parkhillorchard.com)

Application forms also available at [parkhillorchard.com](http://parkhillorchard.com)



## SCULPTURE TRAIL & FRUIT TREES

Park Hill Orchard • 82 Park Hill Rd  
Easthampton, MA • [parkhillorchard.com/art](http://parkhillorchard.com/art)

Art In the Orchard (AIO) is seeking entries for sculptors and installation artists for its third biennial outdoor exhibit set on the grounds of Park Hill Orchard, located in picturesque Easthampton, MA, one of the most dynamic arts communities in Massachusetts, home to over 240 artists and craftspeople and arts organizations.

Easthampton is located in the Pioneer Valley of Western Massachusetts; close to the intersection of Interstate I-91 and the Mass Pike I-90, heavily traveled routes between Boston, New York, the Berkshires, Vermont, New England and Canada.

The sculptures will be installed along a footpath meandering through this working orchard and fruit farm with a long vista down the Pioneer Valley and exceptional views of Mt. Tom, offering exhibitors wide open spaces as well other as more intimate settings. Trees can be used to hang a mobile or as a background prop.

The first edition of AIO in 2011 was made possible in part by a grant from the Massachusetts Cultural Council and featured 20 works by 16 artists. An estimated 4000 to 5000 people of all ages and walks of life visited the Sculpture Trail. Six artworks were sold. Art In the Orchard 2011 and the Easthampton Cultural Council were awarded the prestigious Gold Star Award for exemplary community arts project by the Massachusetts Cultural Council.

The second Art In the Orchard exhibition in 2013, made possible once again thanks to a grant for the MCC as well as private funds and sponsorship, featured 20 works by 20 artists. More than 15,000 people walked the Art Trail and attended the related events and performances.

Art In the Orchard 2015 is again partially funded by a grant from the ECC-MCC, as well as private donations from local businesses and individuals. This year's show is expected to draw twenty thousand or more participants.



Massachusetts Cultural Council

Massachusetts Gold Star Winner for Exemplary Cultural Programming  
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### ARTISTS BENEFITS

For AIO 2015 we are pleased to announce the following expanded benefits for exhibiting sculptors:

**Honorarium:** One \$300 honorarium per artist to help with expenses.

**Distinctions:** A "People's Choice", "Farmer's Choice" and other awards will be presented at the closing party.

**Sales:** AIO will keep an official price catalog and will facilitate the sale of the artworks. Artists are encouraged to place smaller works and related merchandise for sale at the Park Hill Orchard farm stand / gift store.

**Local and Regional Media Coverage:** The past two exhibitions were very well covered by local and regional media, and we expect even stronger media interest in 2015. This year we will expand our range to Boston and New York where we will position AIO as a delightful day trip to Western Massachusetts.

**Media and Press Exposure:** We will facilitate media inquiries and attempt to set up sessions with the AIO artists both at the press reception and all during the show.

**Public Exposure:** Visitor traffic from AIO 2013 was estimated at over 15000 people. AIO expects increased attendance in this 3<sup>rd</sup> Biennial event. Artists are encouraged come to the orchard and hold court on busy weekend days.

**Trail Map and Catalog:** Each visiting person or group is given a Trail Guide which helps them navigate around the exhibition and includes brief information on each work and each artist.

**Placards:** Title, artist name, and description will accompany each installation.

**Invites:** Artists will be invited to all events and parties.

**Promotion:** Artists will be promoted on the AIO website, social media, and print.



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## 2015 TIMELINE

- |                       |                                       |
|-----------------------|---------------------------------------|
| • May 1               | Submission Deadline                   |
| • May 15              | Notification to Selected Artists      |
| • July 24 - August 11 | Installation                          |
| • August 13           | Public Opening                        |
| • August 13 - Oct 31  | Exhibition and Events                 |
| • October 18          | Awards Ceremony & Closing Festivities |
| • October 31          | Closing Day                           |

## SUBMISSION REQUIREMENTS

1. A minimum of three images of the proposed work. The file names must include the name of the artist and the name of the sculpture (example: janedoe\_triumph\_1). At least one of the images should represent the entire sculpture.

For work already created: Digital images (jpg, minimum 900x600 pixels)  
For work yet to be created: Visual rendition: drawing, sketch, plans, etc.

2. A completed application form. One application for each sculpture.
3. Entry Fee of \$20 per application.



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## EXHIBITION RULES AND GUIDELINES

1. Art In the Orchard is open to any artist who can exhibit a durable outdoor work which measures at least three feet in one dimension. Sculptors may submit up to three different works (include one application for each sculpture submitted). Only one work per artist will generally be accepted.
2. CD's, photos or other material that accompany your application will not be returned.
3. Artists are encouraged to visit the Orchard and view the short movies about the previous shows on the [parkhillorchard.com](http://parkhillorchard.com) website.
4. Artist agrees to loan sculpture to AIO for the duration of the exhibition and agree to leave it in place until the end of the exhibition.
5. The selection criteria will include:
  - a. Conceptual strength, originality and craftsmanship
  - b. Kinetic or Site Specific works
  - c. Artist's past experience in outdoor exhibitions
  - d. Exhibition diversity and general fit for this rural setting
  - e. Installation feasibility, appropriateness for the site, public safety
6. Sculptures must be suitable for sustained outdoor display, be able to withstand extreme weather conditions such as high winds, rain storms, wildlife, sun and the general public, including children.
7. Artists are expected to be on-site and available to the press and public during the opening reception.
8. Artists are strongly encouraged to attend the closing awards ceremony.
9. Sculpture should be available for sale but is not a requirement.

## MEDIA AND PRESS RELATIONS

10. All press releases, interviews, appointments for reporters and camera work will be handled by the AIO press committee. Artist expressly agrees to not contact the media or press directly or in any way interfere with the publicity schedule. Artist may document their activities in social media or websites they control.



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## INSTALLATION

11. Sculptures must be completed and ready for installation by the end of the installation period.
12. No works may be installed before the official installation period.
13. Artist is responsible for transportation of sculpture to Park Hill Orchard.
14. Installation will be done by appointment between AIO and artist.
15. A farm tractor with loader and operator, max 5000 lbs, can be available for installations by appointment.
16. Artist is responsible for any mounts, structures or base required to install their artwork. Sculptures must be stable when installed.
17. Artist is responsible for any maintenance during the time of the exhibition.
18. No vehicles are permitted to leave the roadways without consulting with the AIO team.
19. Honorariums will be paid after the installation is complete.
20. Artist agrees to remove his/her sculpture from the grounds by December 1, 2015 or make arrangements with the Orchard for the work to remain on loan.

## SALES

21. AIO will retain a 30% commission on all sales. This commission applies to all work sold while on the Orchard property regardless of time period.
22. Art In the Orchard will share the commission if artist is represented by a gallery.

## COPYRIGHT

23. Each Artist owns the copyright of their work and authorizes AIO to reproduce pictures of the artwork and their sculptors in the exhibition catalog, trail guide, publicity, media releases, social media, documentation, commemorative calendar and website. Other use by third parties for commercial purposes will require a release signed in agreement by the owner of the sculpture and AIO/Park Hill Orchard. This is a public exhibition and photography is not restricted but so far commercial interests have been respectful of artist's rights.



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### SAFETY

24. All artists exhibit at their own risk. Artists are responsible for ensuring the installation of the artwork remains safe for the duration of the exhibition.
25. Instructions for safety modifications from the AIO team must be complied with immediately.
26. Any damage or injury must be reported to the AIO team immediately.

### LIABILITY

27. All reasonable care and precaution will be taken in the handling and storing of materials submitted for this exhibition. However AIO and Park Hill Orchard will not in any way be held liable for loss of or damage to any exhibited material. Artist agrees to make repairs if necessary.
28. Park Hill Orchard will purchase an insurance liability rider to cover the public while in proximity to your sculpture. Your work itself is not insured against damage, vandalism or theft. AIO suggests but does not require the artist to have their own individual coverage for their work.
29. Participation in the entry process constitutes a full understanding and acceptance of the conditions set forth above

### ENTRY PROCEDURE

1. By regular mail (include application form, CD with images, and application fee) to:

Art In the Orchard  
c/o Big Red Frame  
43 Main Street  
Easthampton, MA 01027

2. By email (PDF or ZIP) to: [AIO@parkhillorchard.com](mailto:AIO@parkhillorchard.com)

Please send application fee via regular mail to the address above.  
For questions contact Jean-Pierre at (413) 529-9265



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### Application Form for AIO 2015 One application per sculpture Page 1 of 3

Name:

Address (Street, City, State, Zip)

E-mail:

Phone:

Web Site:

Title of this artwork:

Approximate Dimensions:

Medium(s):

Approximate Weight:

Price (including 30% commission):

Description of the work:



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### Application Form for AIO 2015 Page 2 of 3

A brief Artist Statement about the artist (for the placard and catalog).

A brief Artist Statement about the artwork submitted (for the placard and catalog).



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### Application Form for AIO 2015 Page 3 of 3

Description of how the sculpture will be transported to Park Hill Orchard

Description of how the sculpture needs to be secured to the ground or base.

#### INCLUDE or ATTACH:

A minimum of three images of the proposed work. The file names must include the name of the artist and the name of the sculpture (example: janedoe\_triumph\_1). At least one of the images should represent the entire sculpture.

For work already created: Digital images (jpg, minimum 900x600 pixel)  
For work yet to be created: Visual rendition: drawing, sketch, plans, etc.

A \$20 entry fee written to Art In the Orchard. (one per artist)

Optional: Bio, CV, any other relevant information for (promotional purposes)

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I understand the guidelines, rules and requirements and agree to the terms set in this call to artists and hereby apply for this work to be considered for AIO 2015.

Signed:

Date:



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