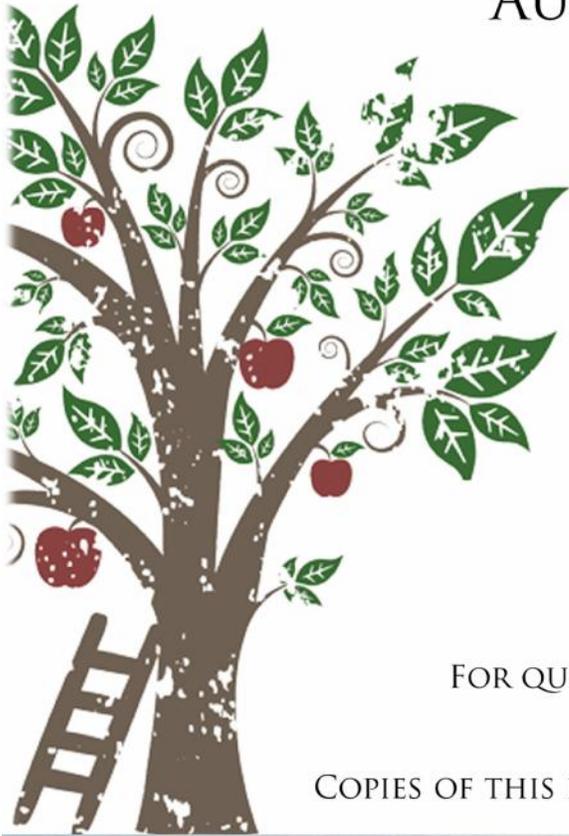


THE 5TH BIENNIAL ART IN THE ORCHARD

AUGUST 10TH - NOVEMBER 24TH, 2019



CALL FOR ENTRIES

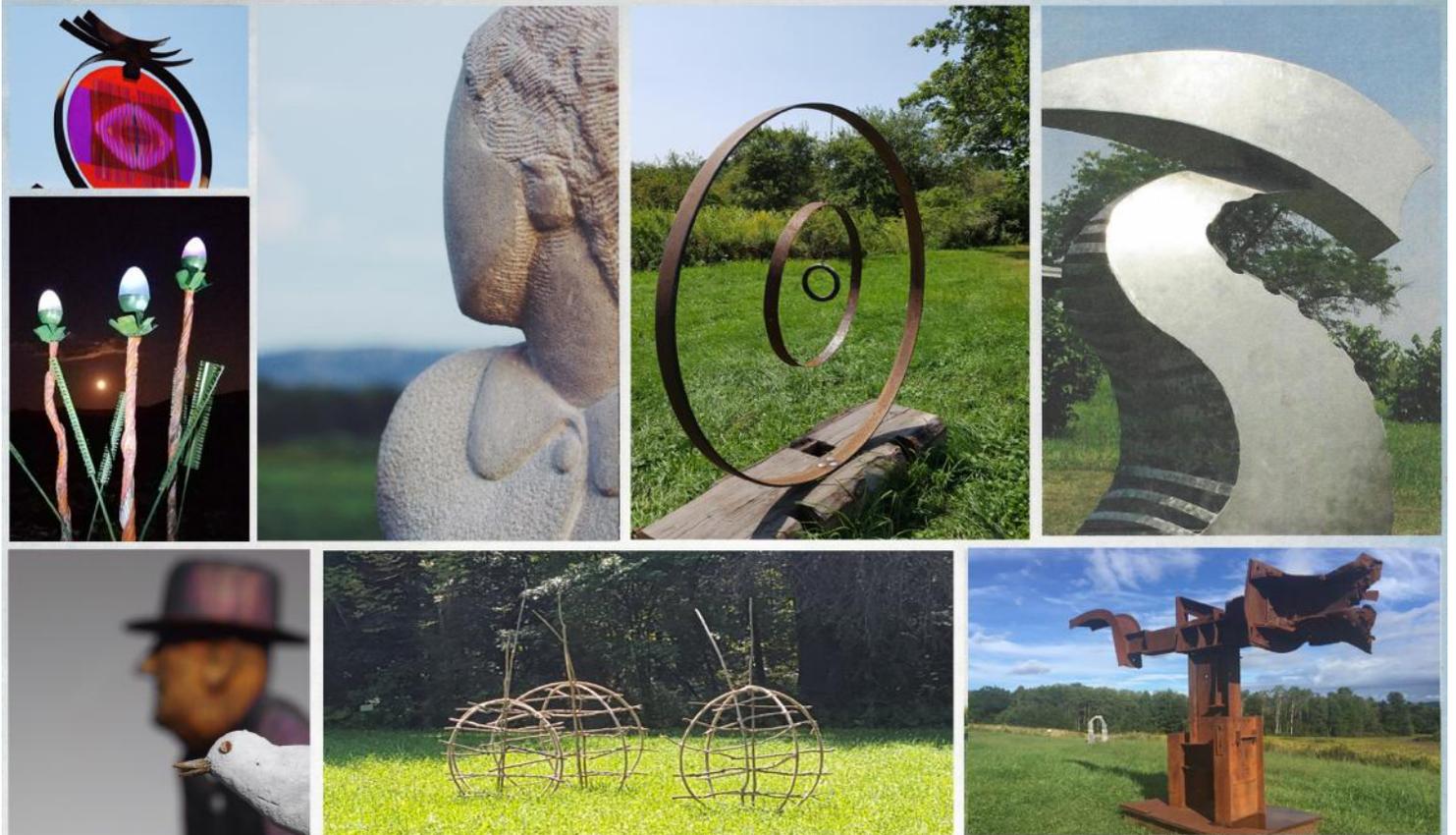
SCULPTURES AND INSTALLATIONS

APPLY BY APRIL 1, 2019

PARK HILL ORCHARD
EASTHAMPTON, MASSACHUSETTS

FOR QUESTIONS CONTACT JEAN-PIERRE PASCHE AT (413) 529-9265
OR EMAIL AIO@ARTINTHEORCHARD.ORG

COPIES OF THIS DOCUMENT AVAILABLE AT ARTINTHEORCHARD.ORG/APPLY





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ART IN THE ORCHARD
APPLICATIONS DUE APRIL 1, 2019
CALL FOR ENTRIES

INTRODUCTION

Art In the Orchard (AIO) is seeking sculptures and installations for its 5th biennial outdoor sculpture exhibition at Park Hill Orchard in Easthampton, Massachusetts. Background information can be found on <http://artintheorchard.org>

This biennial will feature 30 works and is expected to draw 30,000 visitors between August 10th and November 24th. Selected artists will receive a \$500 honorarium (totaling \$15,000). In addition one or more short term residencies are available for site specific work.

Sculptures will be installed along a walking trail that meanders around a working orchard. The setting offers exhibitors wide open spaces for large scale works and more intimate settings for others. Trees are used to hang mobiles.

This 5th biennial reflects and celebrates a lot that we have learned about the setting and about our audience. While many of the attendees have a high level of art education and experience, many others are working families that might not normally seek out fine art for their afternoon outing. The dynamic is one of a day trip. Filling a bag with pick-your-own apples doesn't take long and families typically spend far more time engaging with the sculptures.

This year we are looking for sculptures that resonate with our public; such as those containing elements of whimsical, absurd, and surreal and those that elicit emotional responses. Works created just for this setting are appreciated by the jury as are site-specific installations and kinetic works. Nothing is off the table and we stand ready to work with the artists to move, create and install great concepts.

We're hoping you will apply, visit, and let others know about the upcoming 5th biennial Art In the Orchard exhibition.

Thank you,

The AIO Team



Massachusetts Cultural Council

Apply at: <http://artintheorchard.org/apply>

Winner, MCC Gold Star Award for Exemplary Cultural Programming
ECC/MMC Grant Recipient



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APPLICATION

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SELECTION CRITERIA

The exhibition will include both invited and juried sculptors.

The jury's selection criteria will include:

- a. Conceptual strength, originality and craftsmanship
- b. Integration of themes: Absurd, Surreal, Whimsical, and/or Emotional
- c. Kinetic or site specific works
- d. Past public exposure of the sculpture
- e. Exhibition diversity and general fit for this rural setting
- f. Installation feasibility, appropriateness for the site, public safety

2019 TIMELINE

- | | |
|----------------------|---------------------------------|
| • April 1 | Deadline for Applications |
| • April 23 | Notification of Jury Selections |
| • July 15 – Aug 4 | Installation by Appointment |
| • August 10 – Nov 24 | Exhibition and Events |
| • August 17 | Opening Reception |
| • September 14 | Full Moon Walk |
| • November 24 | Closing Day |
| • TBD | Awards Ceremony & Festivities |



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ARTISTS BENEFITS

For AIO'19 we are pleased to announce expanded benefits for exhibiting sculptors:

Honorarium: A \$500 expense honorarium will be awarded for each work that is selected by the jury and displayed in the exhibition.

Residencies: A residency may be possible in July upon inquiry for artists who need to live on-site while they create installations conceived for this setting.

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: Past exhibitions were well covered by local and regional media, and we expect even stronger media interest in 2019. This year we will expand our range to Boston and New York where we will position AIO as a delightful day trip experience just off interstates I-90 and I-91.

Media and Press Exposure: We will facilitate media inquiries and attempt to set up sessions with the AIO artists throughout the show.

Public Exposure: We are expecting at least 30,000 visitors. Artists are encouraged to come and hold forth at their sculptures on busy weekends.

Trail Map and Program: Visitors receive a "Trail Guide" program pamphlet and map which includes information on each artist and their work along with information about the setting and a map of the grounds.

Placards: A stanchion card with the title, artist name, and artist' notes will accompany each sculpture or installation.

Invites: Artists will be invited as guests of honor to key events and parties.

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



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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. 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. Materials accompanying 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 artintheorchard.org 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. 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.
6. Artist agrees to provide high resolution image of completed work and statement for the catalog and promotional materials.
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 awards ceremony.

MEDIA AND PRESS RELATIONS

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

INSTALLATION

10. Sculptures must be completed and ready for installation by the end of the installation period.
11. No works may be installed before the official installation period.
12. Artist is responsible for transportation of sculpture to Park Hill Orchard. Please make note in your application if assistance or other resources are required to get your work moved and installed.
13. Installation will be done by appointment between AiO and artist.



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14. A farm tractor with loader and operator, max 5000 lbs, can be available for installations by appointment. Heavier equipment can potentially be arranged – please make note in your application.
15. Artist is responsible for any mounts, structures or base required to install their artwork. Sculptures must be stable when installed.
16. Artist is responsible for maintenance during the time of the exhibition.
17. No vehicles are permitted to leave the farm roads without consulting with the AIO team.
18. Honorariums will be paid after the installation is complete.
19. Artist agrees to remove their sculpture from the grounds after the show unless arrangements have been made with AIO for the work to remain on display for the 2020 AiO Invitational Encore Show.

SALES

20. AIO will retain a 20% commission on all sales. This commission applies to all work sold while on the Orchard property regardless of time period.

COPYRIGHT

21. Each Artist owns the copyright of their work and authorizes AIO to reproduce pictures of the artwork in the exhibition catalog, trail guide, publicity, media releases, social media, documentation, commemoratives 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.

SAFETY

22. Artists exhibit at their own risk. Artists are responsible for ensuring the installation of the artwork remains safe for the duration of the exhibition.
23. Instructions for safety modifications from the AIO team must be addressed immediately by the artist.
24. Any damage or injury must be reported to the AIO team immediately.



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LIABILITY

25. 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.
26. 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.
27. Participation in the entry process constitutes a full understanding and acceptance of the conditions set forth above.

A NOTE – YOUTH AND DURABILITY

We consider this to be a fine art exhibition. While some sculptures are meant to be interactive, most are posted with “Please Do Not Touch” signs. Many places that parents bring their children now encourage children to interact with the exhibits. We feel it is important for parents and children to respect art that is meant to be looked at rather than played with and to that end we attempt to make this relationship more intuitive for the parent and child.

We do not intend this show to be made of only “hardened” public art. But this world is imperfect. In the past, at a low but regular pace, we have had some damage caused by children; mostly to the grounds but occasionally to one of the works.

We intend to work with our artists and push back so as not give in to the notion that art must be indestructible. This means some pieces will need a clever or protected setting. And, frankly, some are going to need repairs during the show.

The tension between art and interactivity, parenting and public space, will be an ongoing issue and we look forward to pushing this creative envelope as far as possible in 2019.



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