2010 Visual Art Competition & Exhibit

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.

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.

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<th>Awards</th>
<th>Flatwork &amp; 3-D</th>
<th>$1,000 each</th>
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<tr>
<td>First Place</td>
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<td>Second Place</td>
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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 lives 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 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

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 Peak 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.

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_________ ❑ ❑

Napa Valley Mustard Festival
c/o Summers-McCann
P.O. Box 1385
Sonoma, CA 95476
amber@summers-mccann.com