



# Spring Ahead

Spring Show, Sale & Art Retreat

You are invited to participate in the Huntsville Art Society annual Spring Show, Sale and Art Retreat event, in partnership with the newly renovated HV Resort. Come and exhibit your latest and best works! Visit [www.huntsvilleartsociety.ca](http://www.huntsvilleartsociety.ca)

The Huntsville Art Society is pleased to offer its membership an opportunity to display and sell their *signature* pieces in the luxurious and enchanting venue of Hidden Valley Resort. The artists will be provided with a professional and elegant atmosphere in which to show a limited number of their finest pieces. The opening gala will feature a fashion show, wine tasting and reception.

This event will run Friday March 30, Saturday March 31 and Sunday April 1, 2012 in the Highland and Algonquin Ballrooms at Hidden Valley.

To kick-start your creative energies we invite you to participate in the entertaining *Wacky & Wearable Art Fashion Show*. Unleash all of your creativity and take the challenge to try something wild and different.

As part of your participation in this show, we are asking each of you display a signature piece at your booth on the theme of "Spring Ahead," each considered for the Best in Theme awards.

The guests of HV are being invited to participate in an Art Retreat, and as such any artists wishing to offer workshops need to submit workshop outlines and costs by the **Early-bird deadline**.

Each year the Huntsville Art Society hosts an exciting opportunity to support its not-for-profit (incorporated) organization. Please remember that this is our fundraising show and fund raising is an important mission for us all.

HiddenValley is looking forward to partnering with HAS in arts promotion and we look forward to promoting their beautiful facilities. It is the wish of the Friends of HAS that this event becomes an annual one, and that HV will be proud to host art events into the future.

**Early Bird Deadline for images submitted for marketing materials and workshop proposals: Feb 15<sup>th</sup> All other deadlines March 1<sup>st</sup>. Space is limited!**

## ***Your Show Coordinator***

A special thanks to *Pam Carnochan* who is our show coordinator for "Signs of Spring". For any queries and questions Pam can be reached at 705-380-2566 (texting available at that number). [morganbb@vianet.ca](mailto:morganbb@vianet.ca)

## ***Dates Hours and Location Details***

**Friday March 30, 6-9pm** -- Judging begins 5pm, Artist Arrival 5:30 pm, Fashion Show 7:30pm, Awards 9pm

**Saturday March 31, 10-5pm**

**Sunday April 1, 11-4** -- Awards 4-5pm

Hidden Valley -- Highland & Algonquin Ballrooms - Address 1755 Valley Rd., Huntsville

## ***Application & Fees***

Applications available online, at The Art Space, Huntsville, North Art Supplies, Huntsville and The Bohemian Café & Gallery, Bracebridge

**Fees – Art Show Only** - Huntsville Art Society Members \$60.00 -- Non-members \$85.00 -- Membership fee \$40 (Applications for membership combined with show application \$100 total. Save \$25!)

**Fees – Fashion Show** - Art Show participants \$10, Fashion Show Only participants \$25, Students \$5

**Deadline** for the return of completed and signed application and agreement of terms and conditions -- Early Bird February 15th, 2012, or March 1<sup>st</sup>, 2012

Please **drop** your application into North Art Supplies in Huntsville, or **mail** to Roberta Twaddle 150 Bridgedale Rd. RR2, Port Sydney, Ontario, P0B 1L0. Cheque payable to the Huntsville Art Society, Inc.. You may also **pay online**.

## ***Awards***

There will be seven individual awards presented to outstanding artists. Guest Judges will present additional awards for:

Best New emerging artist (First public show)

Best in Theme 3D

Best in Theme 2D

Best Over All in Theme

The Hidden Valley Choice Award (This award will be chosen by the staff of HV for their favourite work in the show)

Member's Choice -by popular ballot (members only)

People's Choice -by popular ballot (members and guests)

**Presentation of awards** (except People's Choice) will be 9pm on Friday. People's Choice, and Member's Choice will be announced at the end of the show on Sunday (4pm).

***Book your space soon! This proving to be popular show will fill up quickly!***



# Spring Ahead

Spring Show, Sale & Art Retreat

## Information Package (Terms & Conditions)

The purpose of this show and sale is to give our membership an opportunity to display and sell their signature, original, pieces in the luxurious and enchanting venue of The Hidden Valley Resort. The artists will be provided with a professional and elegant atmosphere in which to show a limited number of their finest pieces. Quality not quantity is what we are offering to put forth. This is not a booth format.

You are asked to refrain from adding art cards etc to your display. Reserve your art cards (no prints) for the display area provided. There will be other shows planned this year in which you can do the booth approach. There will be a special section in the show for you to present your business cards, brochures and art cards. For this show and sale, you will be expected to keep your display a simple, uncluttered presentation of your work.

We want this show and sale to be professional and classy in its presentation. It requires simplified, uncluttered, clean lines of display so that the buying public can focus on the works. The format we are presenting is more of a Gallery format, artfully and creatively arranged to show our BEST.

The show coordinator reserves the right to decide the appropriateness of all work to be included in the show. The show co-ordinator has final decision. The flow of the show must be consistent!!

## Workshops

The guests of HV are being invited to participate in an Art Retreat, and as such any artists wishing to offer workshops need to submit a workshop outline/description, suggested cost per person, and any material costs by the **Early-bird deadline Feb 15th**

Workshops will run on Saturday and Sunday. **Submit your workshop plan to [hascurator@gmail.com](mailto:hascurator@gmail.com)**  
**Be sure to type** "Spring Ahead Workshop – your name" in the subject line.

**Participation in the Show & Sale is not a prerequisite. Please fill out and sign the application form.**

## ***SET UP -- Times To Be Announced***

Set up by \_\_\_\_\_. Please be considerate of your fellow artists by parking, unloading and moving your vehicle so others can unload. The door outside the Highland ballroom will be accessible. After unloading, you may park outside HV in the parking lot, but please park as far to the outside edge and near the road as possible. This will ensure visitors and the buying public have a chance to get to the door.

## ***OPENING NIGHT -- Friday March 30th 6:00 - 9:00pm***

Please be prompt and arrive at 5:30pm. Welcome Address, introductions, refreshments to follow before the show opens.

Dress up a bit to add to our special night! (Business Casual) The public and any of your invited guests are welcome to walk around with libation from the cash bar of HV's "The Birches" restaurant, but only during the opening night.

Judging starts at 5pm. Voting will start on the opening night for Members Choice, Peoples Choice, and HV Choice awards. This year we will have :

Best New emerging artist (First public show)

Best in Theme 3D

Best in Theme 2D

Best Over All in Theme

The Hidden Valley Choice Award (This award will be chosen by the staff of HV for their favourite work in the show)

Member's Choice -by popular ballot (members only)

People's Choice -by popular ballot (members and guests)

**A Program Guide** will be printed up and distributed by greeters on opening night and by the entrances to the Ballrooms during show times. Your name will be included in an alphabetical list as a participating artist in our Spring Show, Sale and Art Retreat event and/or as a participating artist in the Wacky & Wearable Fashion Show (another good reason to get your application in on time in order to be included)

**Advertising** Please aid in the promotion of this show for the enrichment of the HAS!

A rack card that doubles as an invitation card will be printed and distributed. Your complimentary invites, 10 or more if required, to handout or mail out will be available for pick up at The Art Space Thursdays through Saturdays starting February 11.

**Media Releases** These will be sent out to entice local businesses, radio, Newspapers and beyond our Huntsville borders. A V.I.P. letter will be hand delivered to local dignitaries to invite to our show and sale.

**Posters** will be distributed throughout the area to give us as much exposure as possible.

**ARTISTS BUSINESS CARDS/RACK CARDS/ART CARDS** will be on display near the sales desk in order to make it easy for potential buyers to contact you. Bring your own business card holder if desired. Rack card and art card stands will be supplied. Be sure to label individual art cards with your name and sale price.

## ***Artist Spaces***

No walled structures or booth displays allowed. We are not permitted to affix anything to the walls in any way. Once your application is accepted you will be sent a floor plan with your designated location and any further details. ONE artist for each allotted artist space.

## ***Size and Quality Restrictions***

Suggested combinations:

### **Framed art pieces --**

3 large pieces (ie. 30x40)

2 large and 2 small

1 large and 4 small

6 small (ie .16x20)

You may utilize up to 2 floor easels maximum in addition to 1 skirted table (please indicate on application form to have one supplied for you. For consistency, HV will supply all tables and table skirts).

Or you may choose to use only floor easels (5 maximum per space).

The show coordinator reserves the right to decide the appropriateness and presentation of all work to be included in the show. The show co-ordinator has final decision. The flow of the show must be consistent!!

### **Sculpture /Pottery**

You may use your own pedestal stands or small tables draped with cloth, or request a skirted table and utilize draped supports. Cloth/drape colours are limited to white or black. No exceptions.

### **Jewellery/Textiles**

You may use your own pedestal stands or small tables draped with cloth, or request a skirted table and utilize draped supports. Cloth/drape colours are limited to white or black. No exceptions.

### **Stained Glass/Handmade furniture**

You may use your own free standing hanging system as long as it is not obtrusive and doesn't block other artists. Your size limitations are the same as for framed art.

## **Volunteers**

As a participating artist you are required to help in whatever areas you can. Perhaps you know others who would be willing to be floorwalkers or greeters?

Participant will be contacted to fill the following positions:

- o Measure and lay down tape to mark off artists spaces
- o Set up tables, move chairs, arrange sitting areas for guests
- o Set up tables in lobby for demos, sales desk, wrapping
- o Position signage in HV, distribute rack cards
- o Help set up power point show with HV to air in Hotel
- o Distribute rack cards around to businesses, Chamber
- o Distribute posters around town and visible locations
- o Hand deliver V.J.P. letters to dignitaries
- o Assist with media releases
- o Greeter Fri 6-9 pm
- o Greeter Sat 10-12
- o Greeter Sat 12-3
- o Greeter Sat 3-5
- Greeter Sat 3-5
- o Greeter Sun 11-1
- o Floorwalker Sat10-12
- o Floorwalker Sat 12-3
- o Floorwalker Sat 3-5
- o Floorwalker Sun 11-1
- Floorwalker Sun 11-1
- o Sales desk Fri 6-9
- o Sales desk Sat 10-12
- o Sales desk Sat 12-3
- o Sales desk Sat 3-5
- o Sales desk Sun 11-1
- o Sales desk Sun 1-4
- o Take down crew to manage flow of artists

## **Dining Considerations**

Hidden Valley's Birches Restaurant offers a fine lunch menu, or bring a bagged lunch.



## Wacky & Wearable Fashion Show

A fun, one-of-a-kind promotional opportunity!

From **Wacky** to **classic** Wearables

Artists and entrepreneurs wishing to participate by showcasing their *wearables* in the fashion show must indicate this on the application form. Open to all.

Clothing, jewellery, hats accessories, purses, as well as non-traditional wearables made out of non-traditional materials (tissue paper dresses, masks, body art etc)

- Wearables must be appropriate for a public, family friendly show.
- Your wearable art may be presented in combination with other wearable art.
- You may model your art or models will be provided

Please send image (if available) AND include a full description so that your work may be introduced appropriately (# of pieces up to co-ordinator's discretion, please contact coordinator)

- Title
- materials
- colour
- size
- story/meaning/background etc.
- **brief bio of self/business**

Fashion Show time: Friday March 30- 7:30 TO 8:30

Art Show participant fees \$10

Fashion Show Only participants \$25

Students \$5

Business cards /promo materials can be left at the sales/display area. Your name and brief info will be listed in the program guide.

**Participation in the Show & Sale is not a prerequisite. Please fill out and sign the application form. Questions? Contact FASHION SHOW CO-ORDINATOR: Marghita Austin**  
marghita.austin@sympatico.ca