



Visual Art Program Guidelines

1. Project Background and Description

i This program is part of the Finger Lakes Regional Economic Development Council's (REDC) Arts program. The Arts Council for Wyoming County is the recipient of this funding.

The visual art portion of the project will offer visual artists \$1,500 for a two year license to reproduce images from three newly created artworks depicting the farms and families of Wyoming County. The contract will run from April 2019-April 2021. Additionally, any reproduced work created during the contract period will continue to be the property of ACWC.

The artwork will be reproduced in multiple ways including, but not limited to, large vinyl banners, a book, notecards and individual prints. Artists will retain the copyright and actual artwork.

Additionally, the artwork must remain available for three exhibits during the contract period.

2. Application Requirements

i This project is open to artists who reside in Wyoming County or are ACWC Members. Each artist may submit five images of work created in the past 2 years. Work may be submitted on a USB drive or in a physical portfolio. Artwork must be submitted with an application form. Call is open to artists in all 2D & 3D media.

3. Evaluation Criteria

i A panel including regional artists, community members, and agriculture representatives will evaluate the artwork using the criteria below.

Artist's work selected for this program will:

- Show strong composition
- Good use of color/light
- Skillful use of medium
- Effect an emotional response from the panel
- Be reproducible on a large scale



4. Funded Artist responsibilities

- i** Artists selected for this project will be responsible to deliver at least two works by July 27, 2019 for an exhibition. One additional work will be due November 15, 2019, if not delivered at the earlier date.

5. Deadlines

- i** March 8, 2019: Visual Artist Application Deadline
- May 3, 2019: First Banner Art Drop Deadline (Ready for Agripalooza)
- July 13, 2019: Second Banner Art Drop Deadline
- July 27, 2019: Our Farms & Our Families Gallery Show Art Drop Deadline
- August 2, 2019: Our Farms & Our Families Gallery Show Opening Reception
- September 7, 2019: Third Banner Art Drop Deadline
- November 15, 2019: Book Art Drop Deadline (all works due)
- Touring Show information: TBD

6. Contact Information

- i** If you have any programmatic questions, please contact Our Farms & Our Families Project Administrator, Kathryn Hollinger, at hollinger@artswyco.org or 585-237-3517x102