

September 3, 2019



Dear Rockford Area Artists,

For over 40 years, Temple Beth-El has held a charity art auction as a fundraiser, bringing in various auction houses from New York City to facilitate the auction. In 2017 **our art auction** committee decided to change our auction concept.

In November 2017, TBE facilitated a new kind of art auction that draws from the local art community. From this concept came our first

*Local Color is a unique partnership between
Temple Beth-El and the local art community.*

Rather than bring in art from New York, we invite local artists to sell their work. Charities constantly ask the art community for free artwork donations for their fundraisers. Instead, we will auction your work and share 50% of the proceeds with you. A win-win concept for both the artists and our community. Participating artists have an opportunity to showcase their art and we hold our fundraiser, inclusive of the entire Rockford community. It is an evening of music, food, great art and fun for all. Artists selected will receive complimentary admission to our event.

With this in mind, we invite you to participate in our 2nd *Local Color* art auction, to be held November 16, 2019, at Midway Village. This is a juried art event. Our deadline for submission is Friday, October 18. To submit your work, please fill out and return the application on pages 2 and 3 with images of the artworks you would like to enter, and return to Barbara Berney at berneydesign@gmail.com. For more information please contact Barbara Berney at the above email address or 815-519-2121.

Sincerely,

The Temple Beth-El Art Auction Committee

(Application attached)



Call to Artists

November 16, 2019

Viewing: 6-7PM Auction: 7-9PM

Midway Village

Entry deadline: October 18

The *Local Color* Art Auction is an opportunity for local fine artists to participate in a juried “50/50” event on November 16 at Midway Village. Proceeds from all works sold benefit both Temple Beth-El and the artist, each receiving 50% of the sale price. Artists set their own minimum price for each work. Artists are invited to attend the event and are welcome to invite family and friends. This event is open to the general public.

Submissions: Artists may submit up to four (4) pieces of work to be auctioned, each subject to jury consideration. Media is limited to fine art and fine craft only. *3D art is limited in size to no larger than 3 cubic feet (3' x 3' x 3')*. Jury criteria will include creativity/originality, composition/design, mastery of technique, and overall visual impression. Applications are due no later than Friday, October 18. Artists will be notified of jury selection by Wednesday, October 30.

Applications must be accompanied by a maximum of four (4) high-quality, high-resolution images and a brief artist biography. All applications must be filled out completely to be considered. File formats include jpeg, tiff, or pdf. *Name each image with last name and number corresponding to the title and description on this application (e.g., berney_1.jpg).* Email all applications and images to Barbara Berney at berneydesign@gmail.com.

I hereby certify that these images represent my own, original work. My signature below indicates that I have read and agree to the conditions stated in this application. I agree to allow images of my work to be used in event-related publicity and/or materials. (Applications without your signature will not be accepted.)

Signature _____ Date _____
(Your legal signature required.)

Artist Name _____ E-mail _____

Address _____ City _____ State ____ Zip _____

Day Phone (____) _____ Eve. Phone (____) _____

Website (optional) _____

Number of images submitted _____ Medium _____

Please list images on the attached form. Include title, medium, technique, size (w x h) and description for the jury.

Entire form must be filled out to be considered.



Name _____

Description: (required) please include title, size (W x H), medium, technique, etc.

1) _____

2) _____

3) _____

4) _____

Artist Bio: (required) _____

Please email this form to Barbara Berney at berneydesign@gmail.com. Questions? Email or call 815-519-2121.

All file names for accompanying images must include your name and image number corresponding to the description above.