

# MASTERWORKS 2007 IN THE VINEYARD – THE EXHIBITION

Friday 12 October to Friday 26 October 2007



College of Education

## *Be a part of Masterworks 2007!*

ELTHAM College of Education and the Masterworks Committee would like to invite you to submit work for pre selection for Masterworks 2007.

MASTERWORKS in the Vineyard is an invitational exhibition showcasing the talents of extraordinary local and international contemporary artists using a diverse range of media, including oils, watercolours, pastels, sculpture, ceramics, glass & jewellery.

Held at Swipers Gully Vineyard and Restaurant in the Yarra Valley, this exhibition works not only as a fundraising vehicle for ELTHAM College of Education but as an important and deliberate celebration of the visual arts. The growing reputation of this exceptional bi-ennial art exhibition is a true reflection of ELTHAM's steadfast commitment to the arts and the caliber of the artists represented.

New initiatives to Masterworks 2007 will make the experience even more rewarding for artists. Longer exhibition, more hanging space, more promotion and not to forget Prizes!

MASTERWORKS provides a high quality vehicle for the enjoyment and appreciation of visual arts, so join us on this Masterworks 2007 Journey! Simply fill out the attached 1.Pre-Selection Form and submit together with some digital images of your work. If your work is selected for inclusion, you will be notified and then expected to submit the completed the 2.Final Selection Entry Form together with your entry fee, artist's statement and high resolution images. *Don't delay, as space is limited and preference will be given to early submissions.*

Your participation and support of this event provides a model confirming art as an essential part of our living and working worlds. We hope you will be a part of Masterworks 2007 and look forward to enjoying your latest work

Regards,

**Lisa Walton**  
Community Relations Coordinator  
9437 1421  
lwalton@elthamcollege.vic.edu.au

**Ann Plush**  
Masterworks Coordinator  
0419 887 533  
aplush@bigpond.net.

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In 2007, Masterworks undergoes another transformation. New initiatives aim to make the exhibition bigger and better and, more importantly, more visible. We will increase the hanging and sculpture space available, the amount and scope of promotion and the length of time the exhibition runs. A pre-selection process has been introduced to ensure the finest, most comprehensive and cohesive collection of work is shown.

There are an ever-increasing number of costs involved in running an exhibition such as this; as a result we are asking Artists to contribute a small entry fee to help us cover these.

***Finally, and with excitement, we introduce the following awards:***

### **BEST IN SHOW**

This inaugural winner of this \$1000 award will be selected by a panel of experts comprising representatives from ELTHAM College of Education, Nillumbik Council Arts and Culture, Montsalvat Artists community, and a highly respected local and international artist representing the artistic community.

### **PEOPLE'S CHOICE AWARD**

This award, (yet to be named by a selected sponsor), will involve all attendees at the Opening Gala voting for their favorite artist. The winner will receive the opportunity to hold a Solo Exhibition at Swipers Gully Vineyard and Restaurant. The date of the exhibition is to be negotiated by Eltham College of Education, Swipers Gully Vineyard and Restaurant and the winning artists and will include hanging, invitations, advertising on College website, opening night nibbles and refreshments.

### **ELTHAM College of Education Acquisition**

ELTHAM College of Education Board will select a work or works to be purchased and on permanent display at Swipers Gully and or the College. This acquisition will be acknowledged heavily publicized throughout the school and wider community.

## Selection Process

Artists are required to read the attached conditions of entry and submit the Pre-Selection Entry form, together with a biography and digital images of their work by Friday July 27. Digital images for this process need only be 72dpi, but they must be a true representation of the actual works offered for submission. ***Please note, as space is limited, preference will be given to early submissions.***

Artists may offer up to the following number of images for pre-selection:

- 10 paintings, sculptures, ceramic & glass works of which up to 3 may be selected, or
- 30 pieces of jewelry of which up to 15 may be selected.

If selected, artists will be asked to submit high-resolution images of the works selected together with an Artists statement and entry fees.

## Entry Fee

A \$40 entry fee per artist is payable on Final Selection.

## Important Dates

Pre- selection deadline :	Friday July 27
Notification of Final Selection:	Friday Aug 3
Final Selection submission:	Friday Aug 10
Artwork Delivery date:	Monday October 8
Gala Exhibition opening:	Friday October 12
Unsold artworks pick up date:	Friday October 26 & Monday October 29

## Conditions of Entry

- All artwork must be original or appropriately marked limited edition Artist's print and not more than 3 years old. Work must not have been submitted in previous MASTERWORKS Exhibitions.
- All **Final Selection** Artists must submit an Artists Statement of not more than 150 words to be included in the Catalogue. This statement should include a very brief background, description of their style, influences, and any recent major prizes and awards. Please refer to attached examples.
- All **Final Selection** Artists must supply a high-resolution image of each work selected. This image must be a 300dpi JPEG or TIFF PC file of at least 6 MB in CMYK format. These images will be used in the promotion of MASTERWORKS 2007 in print and web advertising and may be selected for inclusion in the MASTERWORKS 2009 Calendar or for reproduction on promotional gift cards. (Artists will be notified prior to publication of their inclusion)
- Due to limited hanging space, all work submitted to be hung must be no greater than 90 cm in width including the frame, (75-80 cm preferred).
- All entry fees must be paid by the due date to ensure Artist's work is included in the exhibition and catalogue. Receipts for all entry fees will be issued to the Artist as soon as possible.
- All **Final Selection** entries must be delivered to SWIPERS GULLY Vineyard and Restaurant, 25 Eltham Yarra Glen Road, Kangaroo Ground, between 1:00 and 4pm Monday October 8<sup>th</sup>. Work not received by this time will be rejected unless prior arrangements have been made.
- The MASTERWORKS committee reserves the right to refuse any work not matching the description or images submitted, not suitably framed or delivered with wet paint. All frames must be clean and undamaged.
- All work to be hung must be fitted with medium to large "D" rings, (or other hardware able to accommodate the 10mm width of the Gallery System hooks), on both vertical arms of the frame. Hanging wire alone will not be accepted. Where possible framed works should also be marked with the vertical center point on both vertical frames,
- All works must be labeled with either the labels provided or, for ceramics, sculptures etc. with an item number sticker on the base.
- All sale proceeds will be collected by ELTHAM College of Education, which will retain a 30% commission. GST on the net sales amount will be the sole responsibility of the Artist.
- Payment of the net sales proceeds will be posted to Artists or their appointed representatives within 30 days of the exhibition close.
- All work must remain on display during the period of the exhibition.
- Artists will be notified at the close of the exhibition of any unsold work, which must then be collected from SWIPERS GULLY Vineyard and Restaurant, 25 Eltham Yarra Glen Road, Kangaroo Ground, between 1:00 and 4pm Friday October 26<sup>th</sup> or between 1:00 and 4pm Monday October 29<sup>th</sup>. Any work not collected after this time will no longer be the responsibility of ELTHAM College of Education.
- Artists are entitled to one complimentary ticket to the Opening Night Gala and are strongly encouraged to attend. Any additional tickets for guests may be purchased at \$45 each from Lisa Walton - Community Relations Coordinator  
Phone: 9437 1421 or email: lwalton@elthamcollege.vic.edu.au.

