

THE FOURTH BIENNIAL  
**ART IN THE ORCHARD**  
AUGUST 1<sup>ST</sup> - NOVEMBER 26<sup>TH</sup>, 2017



**CALL FOR ENTRIES**  
SCULPTURES AND INSTALLATIONS

**APPLY BY APRIL 1, 2017**

PARK HILL ORCHARD  
EASTHAMPTON, MASSACHUSETTS

FOR QUESTIONS CONTACT JEAN-PIERRE PASCHE AT (413) 529-9265  
OR EMAIL [AIO@PARKHILLORCHARD.COM](mailto:AIO@PARKHILLORCHARD.COM)

COPIES OF THIS DOCUMENT AVAILABLE AT [ARTINTHEORCHARD.ORG](http://ARTINTHEORCHARD.ORG)





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APPLICATIONS DUE APRIL 1, 2017

## CALL FOR ENTRIES

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Art In the Orchard (AIO) is seeking sculptures and installations for its fourth biennial outdoor exhibit set on the grounds of Park Hill Orchard in Easthampton, part of western Massachusetts' Pioneer Valley art mecca. Located close to the intersection of Interstate I-91 and the Mass Pike I-90; visitors arrive from Boston, New York, the Berkshires, Vermont, New England and Canada.

Sculptures will be installed along a trail that meanders around a thriving orchard and fruit farm. The orchard offers exhibitors wide open spaces with exceptional views of Mt. Tom and more intimate settings. Trees can be used to hang a mobile or as a background prop.

Our first AIO biennial was honored by the State with a prestigious Gold Star Award for exemplary community arts and each biennial has received a grant from the Massachusetts Cultural Council.

This fourth biennial reflects and celebrates ongoing public support. Via public and private donations we are now able to offer \$500 honorariums to each of the selected artists. In addition we expect the number and geographical range of visitors will continue to grow as our outreach expands. Our last biennial featured 28 jury selected sculptures and hosted over 20,000 attendees.

Sculptors from around the United States have presented their works in prior shows. We're hoping you will apply, visit, and let others know about the upcoming fourth biennial Art In the Orchard exhibition.

Thanks,  
The AIO Team



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### ARTISTS BENEFITS

For AIO'17 we are pleased to announce expanded benefits for exhibiting sculptors:

**Honorarium:** A \$500 expense honorarium will be awarded for each work that is selected by the jury and displayed in the exhibition.

**Distinctions:** A "People's Choice", "Farmer's Choice" and other awards will be presented at the closing party.

**Sales:** AIO will keep an official price catalog and will facilitate the sale of the artworks. Artists are encouraged to place smaller works and related merchandise for sale at the Park Hill Orchard farm stand / gift store.

**Local and Regional Media Coverage:** Past exhibitions were well covered by local and regional media, and we expect even stronger media interest in 2017. This year we will expand our range to Boston and New York where we will position AIO as a delightful day trip to Western Massachusetts.

**Media and Press Exposure:** We will facilitate media inquiries and attempt to set up sessions with the AIO artists both at the press reception and all during the show.

**Public Exposure:** We are expecting at least 25,000 visitors to walk the sculpture trail this year. Artists are encouraged to come and hold forth at their sculptures on busy weekends.

**Trail Map and Catalog:** Visitors receive a Trail Guide which includes information on each artist and their work along with a map of the exhibition.

**Placards:** Title, artist name, and description will accompany each installation.

**Invites:** Artists will be invited as guests of honor to key events and parties.

**Promotion:** Artists will be promoted on the AIO website, social media, and print.



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### 2017 TIMELINE

- |                      |                               |
|----------------------|-------------------------------|
| • April 1            | Submission Deadline           |
| • April 19           | Notification to Jury Results  |
| • July 15 – Aug 1    | Installation                  |
| • August 13 – Nov 26 | Exhibition and Events         |
| • August 13          | Grand Opening Reception       |
| • September 20       | Full Moon Walk                |
| • October 21         | Awards Ceremony & Festivities |
| • November 26        | Closing Day                   |

### SUBMISSION REQUIREMENTS

1. A minimum of three images of the proposed work. The file names must include the name of the artist and the name of the sculpture (example: janedoe\_resilience\_1). At least one of the images should represent the entire sculpture.

For work already created: Digital images (jpg, minimum 900x600 pixels)  
For work yet to be created: Visual rendition: drawing, sketch, plans, etc.

2. A completed application form. One application for each sculpture.
3. Entry Fee of \$20 per artist for up to three applications for three unique works. (Fee is used to process, print submissions and host the jury. Please contact AiO@parkhillorchard.com if you need assistance with the fee.)



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### EXHIBITION RULES AND GUIDELINES

1. Art In the Orchard is open to any artist who can exhibit a durable outdoor work. Sculptors may submit up to three different works (include one application for each sculpture submitted). Only one work per artist will generally be accepted.
2. CD's, photos or other material that accompany your application will not be returned.
3. Artists are encouraged to visit the Orchard and view the short movies about the previous shows on the [parkhillorchard.com](http://parkhillorchard.com) website.
4. Artist agrees to loan sculpture to AIO for the duration of the exhibition and agree to leave it in place until the end of the exhibition.
5. The jury's selection criteria will include:
  - a. Conceptual strength, originality and craftsmanship
  - b. Kinetic or site specific works
  - c. Artist's past experience in outdoor exhibitions
  - d. Exhibition diversity and general fit for this rural setting
  - e. Installation feasibility, appropriateness for the site, public safety
6. Sculptures must be suitable for sustained outdoor display, be able to withstand extreme weather conditions such as high winds, rain storms, wildlife, sun and the general public, including children.
7. Artists agree to provide descriptive statement and bio for publication.
8. Artists are expected to be on-site and available to the press and public during the opening reception.
9. Artists are strongly encouraged to attend the closing awards ceremony.
10. Sculpture should be available for sale but is not a requirement.

### MEDIA AND PRESS RELATIONS

11. All press releases, interviews, appointments for reporters and camera work will be handled by the AIO press committee. Artist expressly agrees to not contact the media or press directly or in any way interfere with the publicity schedule. Artist may document their activities in social media or websites they control.



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### INSTALLATION

12. Sculptures must be completed and ready for installation by the end of the installation period.
13. No works may be installed before the official installation period.
14. Artist is responsible for transportation of sculpture to Park Hill Orchard.
15. Installation will be done by appointment between AIO and artist.
16. A farm tractor with loader and operator, max 5000 lbs, can be available for installations by appointment.
17. Artist is responsible for any mounts, structures or base required to install their artwork. Sculptures must be stable when installed.
18. Artist is responsible for maintenance during the time of the exhibition.
19. No vehicles are permitted to leave the roadways without consulting with the AIO team.
20. Honorariums will be paid after the installation is complete.
21. Artist agrees to remove his/her sculpture from the grounds after the show unless arrangements have been made with AIO for the work to remain on display in the 2018 AiO Encore Show.

### SALES

22. AIO will retain a 20% commission on all sales. This commission applies to all work sold while on the Orchard property regardless of time period.

### COPYRIGHT

23. Each Artist owns the copyright of their work and authorizes AIO to reproduce pictures of the artwork and their sculptors in the exhibition catalog, trail guide, publicity, media releases, social media, documentation, commemorative calendar and website. Other use by third parties for commercial purposes will require a release signed in agreement by the owner of the sculpture and AIO/Park Hill Orchard. This is a public exhibition and photography is not restricted but so far commercial interests have been respectful of artist's rights.



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### SAFETY

24. All artists exhibit at their own risk. Artists are responsible for ensuring the installation of the artwork remains safe for the duration of the exhibition.
25. Instructions for safety modifications from the AIO team must be addressed immediately by the artist.
26. Any damage or injury must be reported to the AIO team immediately.

### LIABILITY

27. All reasonable care and precaution will be taken in the handling and storing of materials submitted for this exhibition. However AIO and Park Hill Orchard will not in any way be held liable for loss of or damage to any exhibited material. Artist agrees to make repairs if necessary.
28. Park Hill Orchard will purchase an insurance liability rider to cover the public while in proximity to your sculpture. Your work itself is not insured against damage, vandalism or theft. AIO suggests but does not require the artist to have their own individual coverage for their work.
29. Participation in the entry process constitutes a full understanding and acceptance of the conditions set forth above.

### A NOTE – YOUTH AND DURABILITY

We consider this to be a fine art exhibition. While some sculptures are meant to be interactive, most are posted with “Please Do Not Touch” signs. Many places that parents bring their children now encourage children to interact with the exhibits. We feel it is important for parents and children to respect art which is meant to be looked at rather than played with and to that end we attempt to empower parents with teaching tools to make this relationship more intuitive for the child.

We do not intend this show to be made of only “hardened” public art. But this world is imperfect and so is parenting. In the past, at a low but regular pace, we have had some damage caused by children; mostly to the grounds but occasionally to one of the works.



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We intend to work with our artists and push back so as not give in to the notion that art must be indestructible. This means some pieces will need a clever or protected setting. And, frankly, some are going to need repairs during the show.

The tension between art and interactivity, parenting and public space, will be an ongoing issue and we look forward to pushing this creative envelope as far as possible in 2017.

### ENTRY PROCEDURE

1. By email. Send Word, PDF and JPGs to: [AIO@parkhillorchard.com](mailto:AIO@parkhillorchard.com)

The application fee can be paid through paypal via the Donate page at [artintheorchard.org](http://artintheorchard.org) or by regular mail to the address below.

2. By regular mail (include application form, jump drive, CD with images, and application fee) to:

Art In the Orchard  
c/o Big Red Frame  
43 Main Street  
Easthampton, MA 01027

For questions contact Jean-Pierre at (413) 529-9265.



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Application Form for AIO 2017  
One application per sculpture  
Page 1 of 3

Name:

Address (Street, City, State, Zip)

E-mail:

Phone:

Web Site:

Title of this artwork:

Approximate Dimensions:

Medium(s):

Approximate Weight:

Price (including 20% commission):

Description of the work:



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Application Form for AIO 2017  
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Please provide a short artist bio.

Please provide a brief Artist Statement about this artwork.



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### Application Form for AIO 2017 Page 3 of 3

How will the sculpture be transported to Park Hill Orchard?

How will the sculpture be secured to the ground or base?

#### INCLUDE or ATTACH:

A minimum of three images of the proposed work. The file names must include the name of the artist and the name of the sculpture (example: janedoe\_triumph\_1). At least one of the images should represent the entire sculpture.

For work already created: Digital images (jpg, minimum 900x600 pixel)

For work yet to be created: Visual rendition: drawing, sketch, plans, etc.

A \$20 entry fee via Paypal (use donate link on [artintheorchard.org](http://artintheorchard.org)) or check written to Art In the Orchard. (per artist for up to three applications for three unique works)

Optional: Bio, CV, any other relevant information.

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I understand the guidelines, rules and requirements and agree to the terms set in this call to artists and hereby apply for this work to be considered for AIO 2017.

Signed:

Date:



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