

Prospectus
2021 Landfall Foundation Art Show



Jungle Surprise by Sterling Edwards CSPWC, TWSA, IWS, WPA, NWS

The 22nd Annual Landfall Foundation Art Show & Sale is a judged event which will take place August 25, 26 and 27 from 10am to 7pm each day. The event will be hosted again this year at the Country Club of Landfall, Nicklaus Clubhouse, 800 Sun Runner Place, Wilmington, NC. The Foundation is pleased to announce that Sterling Edwards, CSPWC, TWSA, IWS, WPA, NWS, will judge the 2021 exhibit.

At the highly successful 2019 Art Show, 221 pieces of art were sold and event proceeds totaled nearly \$84,000. All proceeds support Landfall Foundation Grants and Scholarship Programs. Since 1995, the Landfall Foundation has contributed more than \$5 million to Wilmington area non-profit programs in the Arts, Education and Health & Welfare. In 2020 Arts Grants totaling \$69,762 were awarded to 17 area non-profits, many of which support art, music and theatre programs for at-risk youth.

2021 Judge Sterling Edwards

Sterling is a contemporary water-media artist, teacher, author and art juror who is originally from Kansas City, Missouri. He has been a resident of North Carolina since 1973. Following a twenty year career as a law enforcement officer and firefighter, he made a commitment in 1993 to pursue his passion for art and begin a second career as a visual artist. Sterling has been studying art since the age of twelve, and although self taught, has developed a unique and expressive style of painting that has gained international recognition and the respect of his peers, students and art collectors. Most of Sterling's paintings are interpretive statements that personify his intuitive and creative sense of design and color, ranging from abstract expressionism to traditional. He is a sought after international workshop instructor and is often selected to jury national and international art competitions. Sterling is also the designer of a signature line of multimedia paintbrushes and a watercolor palette that are marketed internationally through his website store, painting workshops and retail art supply stores.

Sterling has been featured in *Watercolor Magic Magazine's "Ones to Watch"*, in *Watercolor Artist Magazine*, and in *The New Palette Magazine*. In 2007, he was awarded a signature membership in the *Canadian Society of Painters of Watercolor (CSPWC)*, an international transparent watercolor society based in Toronto, Canada. In 2010, Sterling was awarded a signature membership in the esteemed *Transparent Watercolor Society of America (TWSA)*. He is the author of the best selling North Light Book, *"Creating Luminous Watercolor Landscapes, A Four Step Process"*, and is a featured artist in numerous other books by various national and international publishers including *"Best of America Water-media"*, by Kennedy Publishing and *"Masters of Watercolor"*, written by Russian artist and author, Konstantinos Sterkhov in 2015.

In 2013, Sterling was honored to have been invited into the *International Watercolor Society (IWS)*, headquartered in Teos, Turkey. In 2015, he was awarded the designation of a *"Bonafide" Whiskey Painter* and bestowed with a lifetime signature membership in the internationally renowned *Whiskey Painters of America (WPA)*, the most unique and exclusive miniature painting society in the world with a membership that is strictly limited to 150 artists worldwide.

In 2017 he was awarded signature membership status in the revered *National Watercolor Society (NWS)*.

Today Sterling's book, signature line of products, artist workshops, and instructional videos are employed by thousands of artists worldwide. His award winning water-media paintings are in numerous national and international private and corporate collections. Sterling works from his home in Lewisville, North Carolina.

Sterling Edward / Artist, LLC

Email; sterling@sterlingedwards.com

www.sterlingedwards.com

SHOW LOCATION

Nicklaus Clubhouse, 800 Sun Runner Place, Wilmington, NC 28405

IMPORTANT DATES

Dates	Time	Action
June 7, Monday - June 8, Tuesday	8:00am-7:00pm	Registration Opens to 2D Artists.
June 11, Friday		Notification emails sent with further instructions.
July 23, Friday	Midnight	Deadline for registration and inventory input online, including information, pricing and fees must be completed and paid.
August 22/23 Sunday/Monday	Variable times	Scheduled 2D artwork drop off by artist according to assigned time
August 23, Monday	9:00am-?	Hanging of art work
August 24, Tuesday	6 - 7pm	Landfall Foundation Sponsor Preview Party and Award Announcements. Participating Artists Invited.
August 25, Wednesday	9 - 10am	Judge walkthrough participating artists invited.
August 25 - 27	10am -7pm	Art Show & Sale
August 25 - 27	5 - 7 pm	Cash Bar
August 28, Saturday	8am	Pick up artwork for all artists - Late fine \$75.00

AWARDS

Judge reviews anonymously and awards exclusively
Best-In-Show monetary awards for 1st, 2nd, and 3rd place
Honorable mentions

ARTIST ELIGIBILITY

130 total 2D artists
North Carolina residents only
Must be 18 years of age

Entry Fee: (non-refundable donation)

\$45 2D 1-2 Exhibited Pieces (To Be Judged) and 10 Additional Pieces (“Binwork”).

“Binwork” will be the term used throughout to describe 2D additional pieces submitted by artist to include in the sale but are not included in the actual judging or exhibit.

Additional presentation details regarding binwork follow in the artwork details section 2D.

Binwork (maximum size 24”H X 24”W) must fit into a medium (42” H (folded) X 24” W) black canvas print rack (provided by artist at drop off) hereinafter referred to as “Bins”.

ENTRY TERMS & CONDITIONS

All artwork entries must be for sale - commission pieces not allowed.

Artist must have sole ownership over artwork being sold.

Entries are self-evaluated.

Artists should register for a time slot to volunteer during the show.

The Landfall Foundation allows photographs to be taken during the event. The Foundation, the Press, attendees, and others are welcome to photograph the event and the art. In addition, the Landfall Foundation maintains the rights to use photographs of the art and the event for future marketing or promotional pieces.

Upon entering the show, and by submitting payment, artists are agreeing to the terms and conditions as outlined in this Prospectus.

EXHIBITED ARTWORK ELIGIBILITY

Artwork must be solely of the artist's creation and design and must be quality consistent with a fine art show.

No nudes or violent themes will be accepted.

Artwork must be original in conception, composition, and implementation.

No kits, copies, collaborative work, or workshop pieces will be accepted.

No replicas, giclée reproductions or any modified, imitated or copied art.

Artwork must not have been exhibited in any previous Landfall Foundation Art Show.

2-D artwork upon drop off must be ready for hanging on the show display panels (weight maximum 15 lbs.).

See following hanging guidelines.

All artwork must be a shape and size and durable enough for manageable relocation.

RULES

Artists cannot hang/place/move any exhibition artwork (Landfall Foundation members, team and affiliates will do this on your behalf with the utmost care and professionalism).

Artwork that does not meet the criteria outlined herein will be refused/removed.

Artwork not ready for display will be refused and returned.

Chairpersons have final say - no exceptions.

Landfall Foundation, Country Club of Landfall (CCL), the art show team, and affiliates reserve the right to refuse artists and artwork entry and cannot be held liable for any damage or loss.

Artists must abide by the Landfall Foundation Art Show & Sale Prospectus, Rules, Entry Terms and Conditions, and all other guidelines as included herein, and on the Landfall Foundation website, or any additional Landfall Foundation communications.

SALES

The artist is committed to the sale price(s) listed upon registration.

A 30% commission will be taken on all sales.

All commissions are charitable tax donations.

Sales tax will be collected on the artist's 70% portion of the sale.

It is the artists responsibility to file any sales tax collected with the appropriate tax form at the North Carolina Department of Revenue.

REGISTRATION

Registration will be available at www.landfallfoundation.org/artshow on Monday, June 7 at 8:00 am through Tuesday, June 8, 8:00 pm.

CONTACT

Email: artshow@landfallfoundation.org (please indicate what the email/call is about)

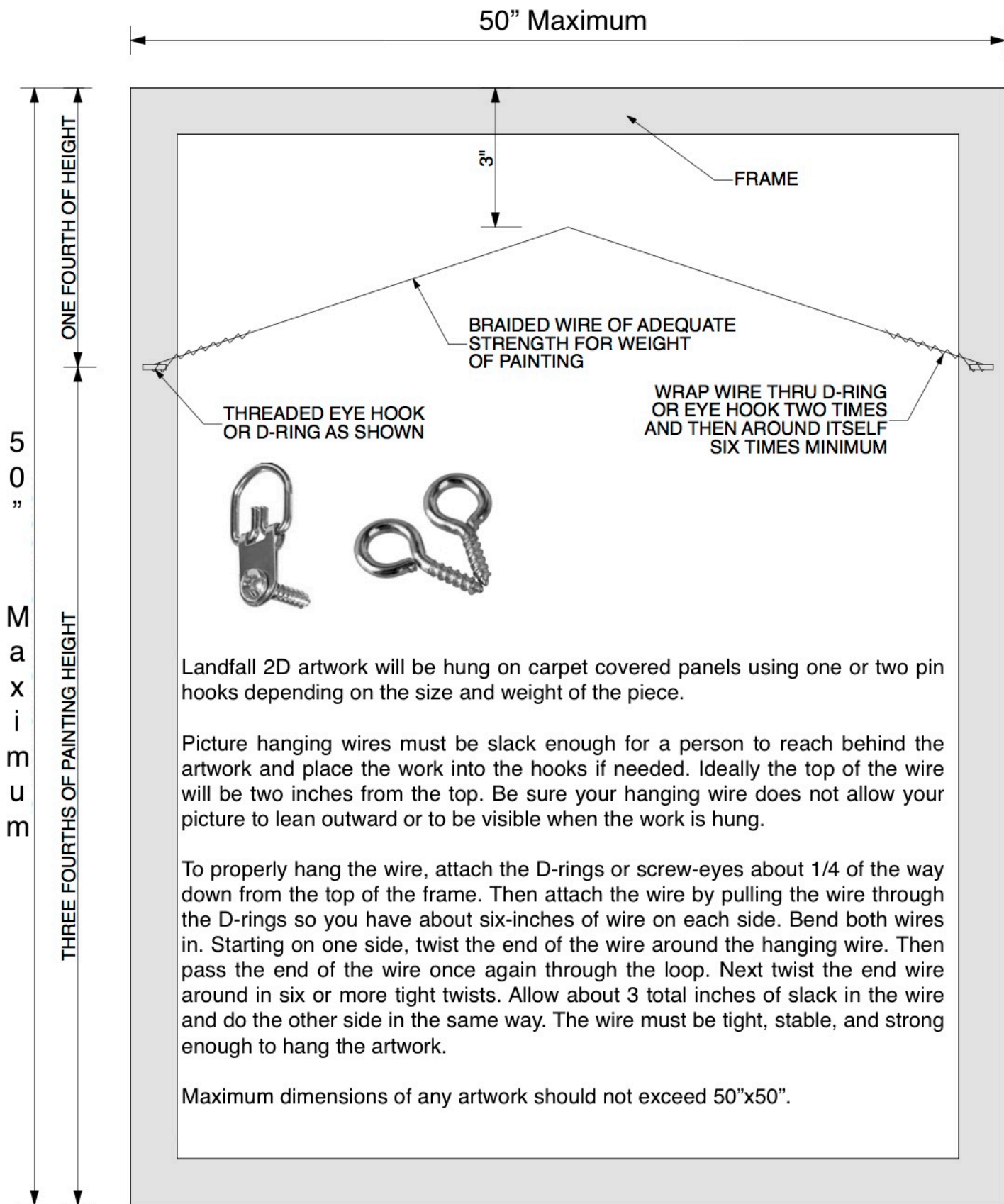
Chair

Chris Pfund

Cell: 609-412-9667

2D ARTWORK DETAILS

Exhibited Pieces	2 Maximum		
Mediums	Acrylic, Chalk, Charcoal, Collage, Crayon, Digital Art, Engraving, Gouache, Ink, Mixed Media, Oil, Pastel, Pen, Pencil, Printmaking, Textile Art and Watercolor Photography with digital alteration or photography without digital alteration (must not be produced on canvas, traditional paper or metal are acceptable) NO GICLEES, PRINTS, OR REPRODUCTIONS		
Size Limitations (Artwork/Canvas/Paper Only - Not Including Frame)	Width 48 Inches	Height 48 Inches	
Size Limitations To Outside Edge of Frame	Width 50 Inches	Height 50 Inches	
Diptych or Triptych	Must be connected and meet the 50" overall size limit		
Weight	15 Pounds Total Including Frames		
Plexiglass	Any piece >30" requiring glass (such as pastel or watercolor) must use plexiglass		
Professional Presentation	Quality Frames or 1.5" Gallery Wrapped Canvas or 1.5" Cradle		
Matts	White, Black, Off White, or Light Neutral Matts Only. A thin color liner is acceptable		
Hanging	See detailed graphic at end of section In summary, no sawtooth hangers, must be securely wired, and professionally mounted		
Identification	Each Piece Must Have a Label With Artist's Name, Title of Artwork, Medium, Price and Size Affixed To the Back Upper Right Corner		
Binwork	10 Pieces Maximum, no frames allowed, must be packaged as described below		
Bin	<u>To Be Provided By the Artist at Art Drop Off. Affix Artist's Name Securely to Bottom of Bin.</u> Standard Medium Unit Size of 42" Height (When Closed) X 24" Width. Black canvas print rack only. <u>No Other Sizes or Types Will Be Allowed.</u>		
Maximum Size	Width 24 Inches	Height 24 Inches	
Wrapping	Binwork Must Be Enclosed in Krystal (or another brand) Seal Archival Art & Photo Bags		
Wrapped Canvas/Cradled Boards	Must have white foam core cut to fit to edge of artwork or board.		
Linen Panels	Hard white linen panels do Not Need foam core backing		
Paper	Must have white foam core cut to fit to edge of artwork		
Photos	Must have white foam core cut to fit to edge of artwork		
Identification	Each Piece Must Have a Label With: Artist's Name, Title, Medium, Price, Size, And "Original" or "reproduction" Affixed To Front Upper Right Corner. Only non decorative labels.		



Landfall 2D artwork will be hung on carpet covered panels using one or two pin hooks depending on the size and weight of the piece.

Picture hanging wires must be slack enough for a person to reach behind the artwork and place the work into the hooks if needed. Ideally the top of the wire will be two inches from the top. Be sure your hanging wire does not allow your picture to lean outward or to be visible when the work is hung.

To properly hang the wire, attach the D-rings or screw-eyes about 1/4 of the way down from the top of the frame. Then attach the wire by pulling the wire through the D-rings so you have about six-inches of wire on each side. Bend both wires in. Starting on one side, twist the end of the wire around the hanging wire. Then pass the end of the wire once again through the loop. Next twist the end wire around in six or more tight twists. Allow about 3 total inches of slack in the wire and do the other side in the same way. The wire must be tight, stable, and strong enough to hang the artwork.

Maximum dimensions of any artwork should not exceed 50"x50".

View From Back

If your art medium is not listed above, and you are unsure if it can be in the show, please contact us before registering.

Contact:

Chris Pfund

609.412.9667

artshow@landfallfoundation.org

