

January 2017

Dear Artist,

For the last three years, Belle Grove Plantation has hosted a successful silent art auction event we call "Art in the Barn" held in the 1918 Barn on Belle Grove's property at 336 Belle Grove Road, Middletown, Virginia in the Northern Shenandoah Valley. It has been a fun evening to benefit area artists as well as Belle Grove's preservation and education programs.

For 2017, we plan to again hold the event for the entire weekend as we did last year. The weekend will begin with a Preview Party on Friday, June 23 from 7:00 to 9:30 pm, where all artwork will be sold by silent auction. The artwork that doesn't sell Friday evening will remain on display and for sale on Saturday, June 24 and Sunday, June 25. For security, the display will be staffed when it is open to the public and the barn will be locked after hours.

We would like to invite you to participate in Art in the Barn. Typically, artists submit one to three pieces. We welcome art in all media. This event is designed to promote local artists and raise funds for Belle Grove. We ask that artists donate at least 30% of their sales to Belle Grove. The remaining percentage will be paid to the artist the week after the event.

The art sale will begin with the silent auction and you will set the minimum bid (reserve). We suggest \$100.00 to \$400.00 (\$150.00-\$300.00 sells the best). In addition to the minimum bid, please also set a slightly higher "buy it now" price. If a Preview Party silent auction buyer selects that price, it will immediately close the bidding, thus motivating buyers. If your work does not sell on Friday evening, it would be placed for sale during the weekend and you may choose to set another price for this purpose. We have observed that smaller pieces are more attractive to our buyers, many of whom already have art collections.

To participate, please complete and return the enclosed registration form for each artwork by Friday, May 19, 2017. The form is also posted online at www.bellegrove.org/calendar/art_in_the_barn. With each completed form, please include a photograph of the work. We will use this information to jury the show to include as many artists as possible and ensure that the artwork has the highest potential for sale. We also ask that you email your Artist Statement to me at the address given below. Your statement could include information about your passion for art, training, inspirations, choice of subject, and techniques; it really helps potential viewers to get to know you and can positively influence sales.

This is a juried show but we anticipate making decisions quickly after the registration deadline of Friday, May 26. We will then notify you of the pieces we have accepted and make arrangements for bringing this work to Belle Grove by Monday, June 19.

All artists that participate in Art in the Barn will receive two complimentary tickets to the Art in the Barn Preview Party, which will include food, drink, and live music. You will receive a name tag identifying you as an artist to encourage interaction between you and potential buyers.

Another way you can increase your exposure and perhaps improve art sales would be to conduct a demonstration during the Art in the Barn weekend. Some of the ideas include having plein air painting sessions on our property or conducting 30-60 minute workshops and we welcome your ideas. There will be limited spaces and we will fill these on a first-come, first-served basis.

If you are interested in conducting demonstrations or have further questions, please contact me at kschmedding@bellegrove.org or at 540-869-2028. My work schedule until March 17 is Monday-Friday, 9:00 a.m. – 5:00 p.m. and after March 18, Wednesday –Sunday 9:00 a.m. – 5:00 p.m.

The staff and board of Belle Grove greatly appreciate you considering this request to show and sell your art.

Sincerely,

Karen Schmedding
Museum Shop Manager

Belle Grove Plantation

“Art in the Barn”

Preview Party Friday, June 23, 2017, 7 - 9:30 p.m.

Sale continues Saturday, June 24 and Sunday, June 25

Participating Artist Registration

Please fill out one registration form for each piece of art and attach a photo.

If you have any questions, please contact Karen Schmedding at

540-869-2028 or kschmedding@bellegrove.org

Artist Name: _____

Business Name (if applicable): _____

Address: _____

City/State/Zip Code: _____

Telephone: _____

E-mail: _____

Description of artwork you will exhibit:

Medium: _____

Size: _____

Title and/or Description: _____

Please Note Any Special Space or Equipment Requirements:

Lowest Acceptable Price/Reserve: _____ **“Buy it Now” Price:** _____

To be used at Friday, June 23 silent auction.

Higher price that allows silent auction buyer to immediately purchase the art work on Friday, June 23.

Sales Price: _____

Unsold work will be priced at this amount for the remainder of the weekend.

I agree to donate 30% of the sale price to Belle Grove: _____

(please sign)

OR I agree to donate more than 30% of the sale price to Belle Grove:

(percentage)

(please sign)

Please return this form to Belle Grove, P.O. Box 537, Middletown, VA 22645 by Friday, May 19, 2017. Artwork to be delivered to Belle Grove at 336 Belle Grove Road, Middletown, VA 22645 by Monday, June 19, 2017.