

About the Judges

Virginia May: Watercolorist

Jinnie May took up painting in earnest in 2000 after retirement from a career in pharmaceuticals. Her primary medium is watercolor. She is currently a signature member of many art associations including North East Watercolor Society, Catherine Lorillard Wolfe Art Club, Philadelphia Water Color Society, Garden State Watercolor Society and the New Jersey Watercolor Society (1st Vice President, 2013).

Jinnie has been exhibiting in many local and state-wide shows since 2001 winning numerous awards including Awards of Excellence from the Essex Water Color Club, Mountain Art Show, Best in Show from Garden State Watercolor Society Signature Members Show, etc. Jinnie lives in Morris County. Please visit her website at jinniemay.com for more information.

Laurie Harden: Oil and Pastel Painter

Laurie Harden studied at Kansas City Art Institute and received her BFA from Rhode Island School of Design in illustration. She works in oil, gouche, pastels, charcoal and pencil. A resident of north New Jersey, Laurie exhibits widely, has an international clientele and has received numerous awards. She teaches privately and at several art associations. Illustration clients include Harper and Collins, McGraw Hill, Houghton Mifflin, Holt Reinhardt and Winston among many others. Please visit Laurie's website at laurieharden-us.org for more information.

Artists Note: Marti Koestler, proprietor of The Frame Shop, 295 Bloomfield Ave. in Caldwell offers a 25% discount to artists participating in this event.



Caldwell Merchants Association
328 Bloomfield Avenue
Caldwell, New Jersey 07006

***Dated Material Enclosed!
Artists Wanted for Art on the Avenue***

Caldwell Merchants Association presents:

ART ON THE AVENUE

May 31, 2014

10am-5pm

Bloomfield Ave.

Caldwell

The Caldwell Merchants Association invites all
artists to participate in
ART ON THE AVENUE 2014

Please read this prospectus carefully. Direct questions to
June Cowell at 973-364-1124 or
LovelyLivingInteriors@gmail.com.

DATE: Saturday, May 31, 2014

ARRIVAL/SET UP TIME: 8:30-9:45am.

Please allow enough time to set up!

SHOW TIME: 10am to 5pm

RAIN DATE: Sunday, June 1st, 12-5pm

DISPLAY: Sturdy 12 ft. wide grid fencing is
provided along street curbing. All hanging art must
be framed; gallery wrap permitted. Standing bins
with unframed art limited to one per artist providing
there is 4 feet of sidewalk clearance.

CATEGORIES:

*Fine Art, Sculpture, Photography, and
Fine Art Crafts.

*Plein Aire - Locations, registration and prize infor-
mation contained in the Paint the Town Section.
Art may be offered for display or sale, all proceeds
to be kept by artist.

REGISTRATION FEE SCHEDULE:

\$65 if received by May 1, 2014

\$90 May 2-12, 2014

Registered artists will receive a map showing their
location on Bloomfield Avenue.

AWARDS: Only hanging art, sculpture and
photography will be selected for the Winners'
Circle based on originality, skill level and creativ-
ity. \$1000 in awards includes \$500 Best in Show.
Work chosen for the Winners' Circle should be
brought to Caldwell Green, located next to the
Caldwell Library, at 1:30pm. Final judging will be
2:30-3:30pm. Awards Ceremony & Reception at
4pm.

PAINT THE TOWN

The Caldwell Merchants Association invites all
Plein Aire artists to paint the many historic
locations in Caldwell including the Birthplace of
U.S. President Grover Cleveland, the 1874
Presbyterian Church, the Andrew Carnegie
Caldwell Public Library and beautiful landscape
painting spots in Grover Cleveland Park.
Bloomfield Avenue offers many interesting store
fronts and the side streets contain some
challenging architecture.

Plein Aire Painters are a separate division this
year with cash awards including \$100 Best Plein
Aire painting.

PLEIN AIRE REGISTRATION:

- \$55 by May 1st; \$65 May 2-12, 2014
- To be eligible for prizes other than Plein Aire,
register for display space which offers a 12 ft.
fence on Bloomfield Avenue to hang other than
Plein Aire work for display and sale.
- See the panel to the left for information about
other than Plein Aire art entries.
- **Paint The Town** begins Friday, May 30th
at 8:30am (rain or shine) and continues on
Saturday morning. Rain date for Saturday
is Sunday, June 1st. Registered artists will
be sent suggested painting locations, direc-
tions and other information via email. Please
provide alternate contact information if you do
not have email.

For more information visit:
www.caldwellmerchants.com
or
caldwellmerchants.wix.com/art-on-the-ave

PRE-REGISTRATION & LIABILITY WAIVER

The Borough of Caldwell and The Caldwell Merchants
Association cannot be held responsible for personal injury,
damage or loss to artwork. It is suggested that all artists
carry their own insurance.

Please fill out and sign this form, and return with a
brief biography and entry fee to:

Caldwell Merchants Association
328 Bloomfield Ave., Caldwell, NJ 07006

Entry Fee by May 1 is \$65; May 2-12 \$90.

Locations on Bloomfield Avenue will be on a first
come, first served basis.

Please check the type of art you be displaying:

Fine Art

Photography

Sculpture

Fine Arts Crafts (This is a juried category;

email two samples of work in jpeg format to:

ajohnsonipgnj@gmail.com

Plein Aire

With display Without display

I prefer to use my own display system and do

not wish to have fence provided. (Note: sides must
be under 3 ft. wide and allow 4 ft. of sidewalk clearance.)

Name: _____

Street: _____

City: _____

State _____ Zip _____

Tel.: _____

Cell #: _____

E-mail: _____

Website: _____

Signature: _____

DIRECTORY LISTING:

Please provide contact information below. (2 lines)
