

About the Judges

Donna Grande:

Donna's formal studies include a BA from Montclair State and a degree in design from FIT. She has also studied at the Art Students league in NY. Donna exhibits widely including Vermont, Maine and New Jersey and is represented by galleries in all three states. She is the recipient of many awards including the Pastel Society of America and the Pastel Society of New Jersey, the American Artists Professional League (NJ) and the West Essex Art Association.

Julie Friedman, PSA

A New Jersey native, Julie received her BFA from the Mason Gross School of Art at Rutgers. Her early works concentrated on oils until she studied with Wolf Kahn as was drawn to the immediacy of pastels. The owner of Artspace Studio and Gallery in Morristown, she concentrates mainly in landscape, figurative and impressionistic works. Julie is a signature member of the Pastel Society of America.

Artists Note: Marti Koestler, proprietor of The Frame Shop, 42 Old Eagle Rock Ave., Roseland, 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 30, 2015

10am-5pm

Bloomfield Ave.

Caldwell

The Caldwell Merchants Association (CMA)
invites all artists to participate in
ART ON THE AVENUE 2015

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

DATE: Saturday, May 30, 2015

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

Please allow enough time to set up!

SHOW TIME: 10am to 5pm

RAIN DATE: Sunday, May 31st 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
- * Fine Art Crafts
- * Plein Aire

PROCEEDS:

Art may be offered for display or sale, all proceeds to be kept by artist.

REGISTRATION FEE SCHEDULE:

\$65 if received by May 2, 2015

\$90 May 3-13, 2015

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 creativity. \$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.

REGISTRATION & LIABILITY WAIVER

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

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

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

CMA, 328 Bloomfield Ave., Caldwell, NJ 07006

Entry Fees: By May 2 \$65; May 3-13 \$90.

Please check the type of art you be displaying:

- Fine Art
- Photography
- Sculpture
- Fine Arts Crafts (This is a juried category; email 2 samples of work as jpeg's to: ajohnsonipgnj@gmail.com)
- Plein Aire

Please check your display needs:

I will need display fencing. I understand that if I request fencing, and my needs change after registration, that the fencing cannot be moved the day of the show.

I prefer to use my own display system and do not wish to have fence provided. No fencing will be available the day of the show. (Note: sides must be under 3 ft. wide and allow 4 ft. of sidewalk clearance. Canopies are permitted, tents are not.)

Plein Aire, no display space; \$25 by May 2;

\$35 May 3-13

Plein Aire with display space; \$65 by May 2;

\$90; May 3-13

Name: _____

Street: _____

City: _____

State _____ Zip _____

Tel.: _____

Cell #: _____

E-mail: _____

Website: _____

Signature: _____

ABOUT 'PAINT THE TOWN'

The Caldwell Merchants Association invites all Plein Aire 'Paint the Town' 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 'Paint the Town' Painters are a separate division with cash awards including \$300 Best Plein Aire painting.

PLEIN AIRE 'PAINT THE TOWN' REGISTRATION:

- By May 2nd \$25; May 3-13, 2015 \$35
- Plein Aire painting is included at no charge with registration of a display space.

**All artists and crafters:
Provide us with Contact Information
for your FREE Directory Listing**

Provide information below including name and two lines., eg., phone, email, website, your choice.

Have questions or need more information? Just visit:
www.caldwellmerchants.com
or
caldwellmerchants.wix.com/art-on-the-ave