



Dear Artists,

Welcome to the Oldfield Show ~ We will be back on Oct 21st & 22nd! We have all survived the changes over these past 3 years and we are so grateful for each success we have shared together. We know you are looking forward to remarkable things in this ever-changing Art World and we are hoping to be a part of your Art future!

We have managed to make our show very exclusive by fitting it into our own venue all the while increasing our exposure and sales with our virtual presence. We continue to take all the positives of our last shows & add current ideas after listening to all of you!!

With that in mind we have spent the last several months producing a beautiful plan for a great LIVE & ONLINE venue. We will maximize our presence in the Art World & show casing your awesome Artwork no matter what! We will bring the patrons to the show and for those that cannot attend we will bring your artwork to them!

We will go forward with an Online venue as well as the Live Show. Our online galleries have been successful, and you have been shipping your artwork from WA to FL & CA to NY – so we will offer them once again.

This show will have an Exclusive line up of talent! We offer many facets for you to engage in and enjoy! **SHOW REGISTRATION WILL OPEN ON MAY 25TH!!**

EXHIBIT SPACE: We have a limited number of booth spaces so you can highlight all your work – these sell fast so do not hesitate to reserve yours on the 25th! We have a Miniature Auction, a Major Auction (the highlight of the show) and our Benefit Auction. There will be a Reception and a Live Auction on Oct 21st. with Auctioneer Extraordinaire Steve Mitzner. On the 22nd there will be all day refreshments, entertainment, and the closing of our Miniature Online Auction.

ONLINE GALLERIES: We have set up a web site just for the Oldfield Show. It will highlight each of your individual galleries, with a photo of you & your work on the home page. The patrons will click on you and five to fifteen of your pieces for sale will pop up along with your bio, video, links etc. The links will be to your web page and all your personal social media sites. The drop-dead deadline for photos for your online gallery show will be August 15th!!!

You also have the option of a link to a personal 3-minute video. The video will be you saying “Hi, I’m ____, please come in & view my studio or watch my demo” or “I want to share my work with you.” We

have hints for you to make it an entertaining video giving the patrons a way to experience you and your work on a more personal level. If you engage them, you can make a friend online as well as in person.

The Online Galleries will open on Oct 1st and end on Oct 31st. This gives you an opportunity to have your work out there for the patrons to enjoy for a month instead of just one weekend!! That is a bonus to the physical show. One month online for one price! The charge for the online show will only be \$150 per artist and no commission from any online sales ~ just as if you were at our show and paying for a booth. You will also be managing your own sales. There will be an online form for the patrons to fill out when they want to purchase a piece and a copy will come directly to you via email. It will be up to you to provide delivery/shipping. There will be no hidden additional costs of building the web site or having it maintained throughout the show. The one-time fee will include setting up all your photos, links and promoting the show.

AUCTIONS: The Silent and Benefit Auction will be Online only and run from Oct 16th through the 22nd. They will close at 3pm on Sunday. The Live/Online auction will be viewed around the world. We had bidders from Germany and England last year. The Auction building will hold an unlimited number of guests. They will be able to enjoy the Reception, Wine, and Live Auction all in the same area.

You may submit up to four (4) pieces for jurying for both the Major and Miniature Auctions. Go to our website to Register for the Auction at:
<https://fredoldfieldcenter.org/oldfield-art-show/exhibiting-artist-info/>

All Auction sales will be processed by the Heritage Center and the Online Auction site. A commission will be collected on your sales. Auction Photos must arrive by August 10th via email for screening. The Auction items must be delivered to the Center on Oct 14th from 10am-2pm unless you have made special arrangements. You may ship artwork to arrive by Oct 14th. If you do not want to ship your auction piece to the show for display, you can send a clear photo instead. Keep in mind pieces do not sell as well in a live venue if the piece is not actually present. These deadlines are not negotiable as we must have time to make this a first-class professional presentation!

Please consider this your invitation to join us for a wonderful show that we are confident will prove to be successful for all!

Love and best wishes to you ~ Karrie Morrison, Joella Oldfield, the Advisory Board and Staff