



Dear Artists,

Welcome to the Oldfield Show ~ Yes, the show will go on! October 8-16, 2022!! We have been working towards a successful show, all the while keeping in mind the daily updates, we get from the state concerning Covid and its possible changes in mandates again this fall. We are committed to being here for you artists, the patrons, and the Heritage Center. We know you are looking forward in this ever-changing Art World and we are hoping to be a part of your Art future!

Our 2021 show was a surprising success even though it was on such a scaled back version. We have had talks with our Advisory Board and our staff, and we have new plans to include all the positives of last year & then we've added to it!

With that in mind we have spent the last several months producing a beautiful plan for a great LIVE & ONLINE venue. We have already placed magazine ads, rented an adjoining building for the Live Auction and have figured out how to maximize our presence in the Art World no matter what the state requirements may be in Oct. We will be back to laughing and hugging together and show casing your awesome Artwork no matter what! We will bring the patrons to the show and for those that can't 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 worked, and we have had you shipping artwork from WA to FL & CA to NY – they have been successful so we will offer them once again. Having the adjoining building for the Live Auction allows us to maximize our Center space to accommodate 25 Artists in Action – we will be touting the show as an Exclusive line up of talent! We'll have a Preview Party the first weekend and be open during the week. Whether you are in attendance or not our staff will be on hand. Then the Grand Finale weekend will be a great reception, a Live/Online Auction and a successful show!

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 a minimum of five and up to fifteen pieces that will be 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 18th!!! For all the pertinent show Registration information please go to: <https://fredoldfieldcenter.org/oldfield-art-show/exhibiting-artist-info//>

You also have the option of a link to a personal 3-minute video. The video will be you saying “Hi, I’m Joella, please come in & view my studio or watch me do a 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 you can in person.

The Online Galleries will open on Oct 1<sup>st</sup> and end on Oct 31<sup>st</sup>. This gives you an opportunity to have your work out there for the patrons to enjoy for a month instead of just one week!! 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 handling 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 handle 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 and links and promoting the show.

The Auctions will be handled a bit differently. Our Silent and Benefit Auction will be Online only and run from Oct 8th through the 15<sup>th</sup>. They will close at the same time as the Saturday Night Live Auction. The Live/Online auction will be hosted by Auctioneer Extraordinaire, Steve Mitzner. The Live Auction will be able to be viewed around the world and in fact 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 the Auction Sales will be handled through the Heritage Center, and we will charge a commission and mail you a check after the close of the show. There will be no set-up fee for the auction. We will need your Auction Photos by August 15th!! Your Auction items need to arrive with you at check in at the show. If you are not attending, you may ship them for an Oct 7th arrival. Or you can submit a photo of your auction piece & ship your work directly to the patron once it is sold, if you would rather not ship it for display at the show. These deadline dates are not negotiable as we must have time to make this a first-class professional presentation!

We are sending this invitation out to a limited number of artists as we only have space for twenty-five of you. 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 ~ Joella Oldfield, the Advisory Board and Staff