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Artist's Last Name	Inventory Number	Lot Number

ART ENTRY FORM

Newburgh Historical Society Feast of the Arts Benefit Fine Art Auction May 3, 2008

Artist must fill out the form below, one form per piece of artwork

Artist's professional name:	
Title	
Medium:	Size:
_____ I choose a 50/50 split of hammer price with the Society	_____ I choose to make full donation of hammer price
Retail value: (the amount it would be priced at on a gallery wall)	
Reserve: (the minimum \$ amount the work may sell at)	
Reserve Fee: (10% of reserve, free up to \$200. Due at time of submission)	
Work received by:	

Consignor contact info

Name _____ Email _____

Street _____

City _____ State _____ Zip _____ Phone _____

Signature _____ date _____

I have read and understand the terms and rules of the auction including rule #8 Re: Pick Up.

This Form is also available online at www.newburghhistorical society.com

Newburgh Historical Society 189 Montgomery St. Newburgh, NY 12550 845-561-2585

Prospectus
Newburgh Historical Society
Feast of the Arts Benefit Fine Art Auction May 3, 2008
50/50 SPLIT WITH ARTISTS

The Newburgh Historical Society is seeking entries for its biennial Fine Art Auction, A Feast of the Arts, this year on May 3, 2008. 2006's auction proved to be a great success making money for both the Society and the artists. The Society is committed to helping new and emerging artists and grateful to established artists who continue to participate in our auction and other art related events.

Rules and terms of submission:

1. Art should be submitted by the artists (or personal agent of the artist) The emphasis is on contemporary working artists in the Hudson Valley area.
2. Artists may choose to split the hammer price 50/50 with the Society or make a full tax deductible donation of their artwork.
3. All mediums are welcome. 2 Dimensional artists must submit art ready to hang. 3D artists may be asked to supply pedestals if necessary.
4. Artists may submit up to two pieces.
5. All work must be original. No reproduction prints.
6. The Society and the auction review committee reserves the right to refuse any piece for any reason.
7. The only fee to artists is for reserves set over \$200. (See reserve guidelines)
8. Artists are responsible for drop off by April 13th (see drop off info). They are also responsible for pick up of unsold work on the assigned dates. Any work not picked up by May 20th will be charged a storage fee of \$1.00 per day. The Society will store unsold work up to 90 days after May 3, 2008, beyond that time the consignor forfeits ownership of the consignment and the Society will dispose of the work in a manner of its choosing.
9. All art must be clearly marked with artist's name, title, medium and contact info (address, phone number and or e-mail)
10. Artists are asked to submit a resume, bio and or statement which will be included in an artists' book on site the day of auction.
11. The society has a staff of experienced art handlers and will make every effort to safeguard the work. We do not however assume liability for theft or damage.
12. All artists will receive two complimentary passes to the event for themselves and a guest. (A \$50 value)
13. Art must be submitted by April 13, 2008 (work submitted earlier has a better chance of appearing in promotional material. This almost always translates into a better result for the piece. Opening pre-view April 6th)

14. It is helpful, but not mandatory, if the artist can submit a digital photo of their work.

15. If the auction fills up, we may edit out works from artists with multiple submissions in an attempt to include as many individuals as possible, keeping with a sense of community spirit.

Reserve fee and guidelines

The reserve fee is 10% of the set reserve on the amount over \$200 due at the time of submission.

Up to \$200 there is NO fee.

Example: a \$500 reserve fee would be \$30 (the fee is on the amount over \$200), a reserve of \$1,000 would have a fee of \$80

The reserve fee will be refunded if the piece sells or if the piece, for any reason, does not make it up to the auction block.

Reserves: this is the part that confuses most people. The Reserve is the amount below which the piece may not sell. We are offering generous terms. Your generosity will be measured by the lowness of your reserve. Please keep in mind that this is a benefit auction and if the work does not sell the only money we make is your modest reserve fee. We all want to see all the work sell. A good guideline for a successful reserve is 1/4 of full retail value. If the reserve is set too high, the auctioneer will not be able to get the bidding started and the piece will pass, making money for no one. Multiple bidders is the key to success at an auction. If you set your reserve too high, you will eliminate too many bidders before it even starts.

The reserve allows you to indemnify yourself against a loss of your real expenses i.e. materials, framing, etc. Auctions such as these are a good place to sell quality work that may not fit into a retail situation. Even if you have good representation, you may have good pieces that just don't fit into the theme of your current body of work for any number of reasons or don't meet the criteria of your galleries' selections. Your collectors will also understand that this is a benefit event for a not-for-profit institution and will not hold your feet to the fire for letting work sell below full retail value. This is not an exhibition; it's an auction and the work submitted does not have to meet the criteria of a retail gallery hence creating a market for some of those misfit pieces. If your work sells in the thousands of dollars and not the low to mid hundreds, we would prefer you submit a small or minor piece that will be commensurate with our sale. Each year we are more successful with this event. Last time we grossed over \$30,000 in art sales with a high price of \$2,100 realized on an oil painting. We expect to do even better this time around.

Hints on what sells well.

Keep in mind people come to benefit art auctions for three reasons:

- to buy art
- to support the organization
- to find a bargain

Auctions are fun and exciting. The element of uncertainty is what makes them so electrifying.

Work that sells best is work that is of high quality and has common or universal appeal. The more

oversized or extremely experimental work is a harder sell especially from new, unknown artists. These are just observations and you may submit anything you like. In fact this may be the place to try out some new work and see what the reaction is. The bottom line is to have fun and not to take it all too seriously. No matter what, you will enjoy a wonderful buffet and the festive ambiance of the event.

Drop off times and location:

Feb 13 through April 13, 2008
The Captain David Crawford House
189 Montgomery St
Newburgh, NY
12550
845-797-1859 or 845-561-2585
contact: Lisa Silverstone - Director

work can be dropped off m-f 10-12 please call ahead (845-797-1859)

Alternative drop off locations by appointment
Woodstock, Middletown, Montgomery

Pick up times after auction:

For the sake of security we ask that unsold work **not** be removed at the sale.

Work can be picked up any Sunday afternoon from 1:00-4:00 through May 20th or call 561-2585 for an appointment.

Door Prizes

Any registered bidders (including artists) are eligible to win fabulous door prizes which will be drawn throughout the auction.

Time and Place of event.

May 3, 2008
The Union Presbyterian Church 44 Balmville Rd. Newburgh, NY 12550
Auction preview and Buffet begins at 4pm Auction begins promptly at 6pm

Thank you and I hope you will consider participating.

-Anne Coon and William Noonan
Co-Chairs Auction committee