

BANTING & FRIENDS IV – JULY 13-15, 2012

Call to Artists

Background:

In 2009, Banting House National Historic Site of Canada hosted the inaugural *Banting & Friends: Celebrating Banting as an Artist*. Now in its fourth year, *Banting & Friends IV* will again see a ticketed private preview and barbeque to generate additional exposure and sales for the six artists displaying their works in the Global Garden.

The goal of this event is not only to raise funds and develop friendships, but to create a broader awareness of Banting House within the community. We are pleased to offer this brief overview of the past three year's event:

- approximately 200 people attended the ticket preview/barbeque sponsored by Braise Food & Wine, Labatt & Steam Whistle Breweries and Pelee Island Winery
- approximately 300 people attend the Saturday & Sunday showings
- media impressions estimated to be in excess of 120,000
- media value estimated to be in excess of \$3,000:
 - featured artist in *The London Free Press* Today Section
 - full page article and full page advertisement in *The Beat* magazine
- event listings in print: *The London Free Press*, *The Londoner*, *Scene Magazine*
- event listings on web: The London Arts Council (front page LondonArts.ca, link in the News/Call to Artists section, e-blast to members), The London Potters Guild (e-blast to members) Old East Village BIA, 20 Regional and Canadian Diabetes Association and Event Calendars as well as on Twitter and Facebook
- 150 posters promoting the event selectively distributed throughout the city
- more than \$51,000 was raised in support of Banting House
- each artist has sold at least one work and in 2010 works of two artists were placed on wine label for bottles available in silent auction and served during event

From the perspective of the participating artists and the Museum Advisory Committee, the event was a complete success. The addition of the ticketed barbeque event was the key to both audience exposure and revenue generation. Key sponsors, Braise Food & Wine and Pelee Island Winery have indicated their support for the 2012 event.

Banting House National Historic Site of Canada is owned and operated by the Canadian Diabetes Association and relies on the support of donors to meet its mission *to preserve and present the messages of national historic significance of Sir Frederick Banting and Banting House for the benefit of the people of Canada.*

Event Description:

Building upon the success of last year's event, Banting & Friends IV will once again see a public presentation of artists who embody the spirit and passion of Sir Frederick Banting and his support for Canadian art and artists. Original art will be displayed for purchase by the public in the Global Garden.

To assist with sales and promotion, the Museum Advisory Committee will again host a ticketed private evening reception for guests to preview and purchase works before they are made available to the general public.

Location and Event Date:

Banting House National Historic Site of Canada
442 Adelaide Street North (at Queens Avenue)
London, Ontario

Friday, July 13, 2012	5:30 – 8:00 pm	(Ticketed preview/barbeque)
Saturday, July 14, 2012	12:00 – 4:00 pm	(Public event)
Sunday, July 15, 2012	12:00 – 4:00 pm	(Public event)



Financial Criteria:

- A percentage (50%) of the sale price is retained by the organizer as a donation and the remainder is paid to the artist (50%)
- Artists may establish both a value for the work and a reserve price (that is, a price below which the artist reserves the right not to sell the work.)
- Artists must provide all information required by the exhibition organizer, including insurance value and reserve price.
- Artists will guarantee that the work is original if it is stated to be so, and that he/she has the right to sell the work

Participation Criteria:

- Artists are asked to submit the application form including a brief description or Curriculum Vitae with a minimum of 2-3 digital samples of their work
- Available to greet the public at the preview and public event
- Deliver and pickup all artistic works to be exhibited for the event
- All works are to be completed and made available to Banting House for the event date – this would include framing or any other needs of an artist's individual work(s).
- **Artist do not have to produce new works specifically for this event**

Banting House Responsibilities:

- Promote the fund-raising event
- Sign a letter of understanding with selected artists noting; 1) standards for pricing and donations, 2) deadlines, and dates by which work will be returned and payment made.
- Provide a informed jury to review fairly all submissions for the event
- Insure the work at the full value stated by the artist.
- Protect the artist's copyright on all works submitted and to inform all purchasers that the purchase of work does not constitute purchase of copyright.
- Return all unsold artwork to the artist.
- Deliver all receipts.
- Provide the artist with a statement of finances including the amount received for the work, and the name and address of the purchaser, as well as a copy of all published information relating to the event.
- Assume all costs related to the event, including insurance, publicity, provision of financial statements, published information, etc.
- Inspection of artistic work(s) upon arrival for damages.
- Immediate notification to artist(s) if work is received in damaged condition. If shipped work is received in damaged containers, such damaged items should be returned to the artist pending claims to the artist's insurer, or the organizer may, with the artist's permission, unpack the damaged container with the understanding that no claims for damage to the work will be made against the organizer for the unpacking.
- Provide each artist with a maximum of 100 square feet of tented display space.

****Neither the artist nor the organizer
should remove the artwork during the exhibition or auction
without the explicit agreement of the other.****

Selection Process:

1. Artist(s) will complete an application form.
2. Applicants must submit **three (3)** copies of their application, including support material. **Each copy must be fastened with a paper clip; do not bind/staple.**
3. Only one set of support material is required. (e.g. sketches, pictures/digital images, renderings max. 5) Do not send original artwork
4. Banting House will not be responsible for returning support material
5. Artists will be selected through a Volunteer Jury of Banting House – decisions are final.

Artist deadline for application:

Applications must be received **Friday, March 9, 2012 at 4:00 pm** at the following location:

Banting House National Historic Site of Canada
Attn: Grant Maltman
442 Adelaide Street North (at Queens Avenue)
London, Ontario N6B 3H8
T. 519-673-1752 ext. 226
E. grant.maltman@diabetes.ca

****Late or incomplete applications are automatically ineligible.
Applications may not be submitted by e-mail or facsimile transmission.****

Final Notification:

Artists will be notified by Wednesday, March 21, 2011.

Banting & Friends III Application Form

The applicant must ensure that all required information is provided.
Late or incomplete applications will not be accepted.

IDENTIFICATION		
1. Artist's Contact Information:		
Last name:	First Name:	
2. Mailing Address:		
Street:		
City:	Province:	Postal Code:
T. (519)	F. (519)	E.
3. Artistic Vision:		
Please include information on the works you intend to exhibit, how your work may relate to the London community; and the relevant themes, techniques, aesthetic and/or cultural concerns that you may explore. Please attach a separate white 8.5" x 11" paper.		

DECLARATION
In signing this application, I certify that:
<ul style="list-style-type: none"> • I have read and agree to all of the terms and conditions outlined in the document • To the best of my knowledge the information provided herein is true • Jury selections are final • I acknowledge that support material(s) submitted with this application will not be returned
Applicant Signature: _____
Date: _____