



Finger Lakes Wine Country Tourism Marketing Association
Baron Steuben Place, 1 West Market Street, Corning, New York 14830

PALATE A Wine, Food, and Art Showcase

Poster Contest

Background: Finger Lakes Wine Country Tourism Marketing Association in partnership with Corning's Gaffer District and The ARTS Council of the Southern Finger Lakes proudly announce **PALATE, A Wine, Food, and Art Showcase in Finger Lakes Wine Country**.

This weeklong showcase will take place in Corning's Gaffer District February 16-22, 2009, and feature special tastings and educational seminars by local wineries, breweries, and distilleries. Many of the region's top wineries will host winemaker dinners at the district's leading restaurants and local celebrity chefs will host cooking demonstrations and wine-pairing seminars.

PALATE will provide visitors to the region an all encompassing wine, culinary, and art experience. The event will feature gallery receptions, music performances, and movie screenings throughout this cultural and entertainment district. Highlights of the week include:

- Palace Theater Gallery Exhibit featuring the winning artwork and all other submissions. Exhibit runs throughout January and February 2009.
- 2300° at The Corning Museum of Glass, a themed event that features live glassmaking demonstrations by guest artists, live music, and great regional fare.
- Cabin Fever, a Finger Lakes wine tasting event featuring over 30 local wineries.
- Winemaker dinners featuring wines from the award-winning 2007 vintage.

Purpose: To create an original, collectible poster for PALATE and provide a venue for participating artists to exhibit submitted artwork. This exhibit will add to the richness of the arts component and be a build for all of the events directly related to PALATE.

Technical Requirements:

1. Original, two-dimensional artwork that captures and relays the excitement and small-city, winter beauty that can be seen during PALATE. Artwork must have been created within the last two years.
2. Artwork must include the following wording: **PALATE A food, wine and art showcase in Finger Lakes Wine Country. February 16-22, 2009, Corning, New York.**
3. Artwork must be suitable to a vertical format and sizeable to a 9"x12" (give-away) and 18"x24" (limited edition) printing format.

Artist Eligibility: Artist must be at least 21 years of age and a resident of New York State.

Artist Promotion: In addition to showcasing local food and wine, PALATE will also focus on local art and culture. To promote the winning artist, the PALATE Committee will:

1. Select a winning art entry. The image will be used in all marketing efforts surrounding PALATE. The original artwork will be on display in January and February 2009 and auctioned during PALATE. The winning auction bid will be split equally between the artist and the PALATE event.
2. Award a cash prize of \$250 to the selected artist.
3. Produce a limited number of collectible event posters (18"x24") signed by the winning artist, sold during and after the showcase.
4. Showcase resulting image to the media and general public at a wine reception prior to the start of the event. Image will be featured on the Finger Lakes Wine Country website, press releases, print and web advertising and event marketing collateral. Artist will be credited on both poster sizes and on all press releases, marketing materials, and other materials related to the showcase.
5. Artist's website link on the Finger Lakes Wine Country website before, during and after the showcase (if applicable).

Deadline: Original artwork must be delivered by 3 pm, Friday, November 14, 2008 to the office of Finger Lakes Wine Country, 1 West Market Street, Corning, NY 14830. Please attach completed artwork submission form to the back of your artwork. Call 607.936.0706 for more information.

Notification: A local jury will select the winning artwork and the artist will be notified by Friday, November 21, 2008. All artwork submissions will be relocated to The ARTS Council of the Southern Finger Lakes and hung in The Palace Gallery Exhibit January – February 2009. The ARTS will contact artists regarding artwork pick-up at the beginning of March 2009.

For further information on PALATE please visit www.FingerLakesWineCountry.com, www.GafferDistrict.com or call 800.813.2958.