

NCCCA Arts Center Seeks Artist Submissions for Adirondack Coast ARTWays Pilot Project

The North Country Cultural Center for the Arts (NCCCA) is a non-profit multi-arts center that is committed to uniting the arts and community. Located in the northeast corner of New York State, the NCCCA has partnered with several agencies and launched a new pilot program called the Adirondack Coast ARTWays Project. The ARTWays Project seeks to celebrate the region's treasures and brand the area through an ever-moving and changing array of artwork in public spaces.

The Adirondack Coast ARTWays Project is a partnership between the NCCCA Arts Center and the North Country Chamber of Commerce, the Adirondack Coast Visitors Bureau and Clinton County, including the City of Plattsburgh. The ARTWays Project seeks original artwork by regional artists to depict specific themes, celebrations and events identified by the Destination Master Plan as core areas of importance including history, agritourism and outdoor recreation. The ARTWays project is designed to be an ongoing call for new artwork to represent the Adirondack Coast region with quarterly RFPs throughout the year. The theme for this inaugural round is “**set sail**” centered on the events, festivities and importance of Lake Champlain to our region.

The winner will receive region-wide recognition through reproductions of their work displayed as signs on local transit vehicles including buses and taxis, at area bus and train stations, at the expanding Plattsburgh International Airport, in local businesses and on keepsakes including posters, magnets and other merchandise. The original work will be kept on permanent display at the NCCCA Arts Center in downtown Plattsburgh and the signage will be on display for a period of approximately 3 months until the next round of RFPs.

Guidelines:

- Artists must submit a high resolution jpeg of no less than 300 dpi to the Arts Center electronically or by mail by **May 7, 2012**
- Images must not be watermarked or signed to preserve anonymity
- Include a brief bio and artist statement
- Entries are limited to one per artist

Artists of diverse mediums are encouraged to apply, including but not limited to: paint, ink, pencil, mixed media, textiles, mosaic, glass, recycled materials, photography, calligraphy, collage, fiber art, graphic art, etc.

Entries will be judged by a panel of individuals representing businesses, the travel and tourism sector, artists and arts professionals, county and city officials, and non-profit organizations. The winner will be announced at an unveiling ceremony open to the public that will take place on **Thursday, July 12, 2012 at 5pm** in the Community Gallery at the Arts Center. The original work and reproduction in the form of a 20 x 30 poster will be on display at the ceremony and the 2nd

and 3rd place recipients will be invited to show their original work alongside the winner.

Send all correspondence, including inquiries and submissions to: director@plattsburgharts.org
and/or NCCCA Arts Center, 23 Brinkerhoff Street, Plattsburgh, NY 12901. (518) 563-1604