



CALL TO ARTISTS RIDGEFIELD ROUNDABOUT WINE LABELS

Call Type: Wine Labels: 2022 Ridgefield Roundabout Red and/or 2023 Ridgefield Roundabout Rose

Eligibility: Member of Ridgefield Art Association OR resident in the 98642 zip-code area

About the City of Ridgefield

Incorporated in 1909, the residents of Ridgefield have a proud heritage and historical background that has been preserved as the city has prospered and become a thriving modern-day community with a population of approximately 15,000. The Ridgefield Community is comprised of newcomers excited about making this nature filled place their new home, and long-time residents who continue to revel in Ridgefield's picturesque surroundings, family-friendly neighborhoods and parks, and a strong sense of community.

The City of Ridgefield supports the local arts community through partnerships, events, and the placement of public art to contribute to a more livable, unique and visually stimulating environment. The City has an established Arts Quarter that includes the historic downtown area referred to as "the art and soul of Ridgefield."

About the Project

The Ridgefield community is home to more than ten vineyards and wineries. The wineries combine the best traditions of winemaking and the nearly perfect growing climate of southwest Washington to produce wines with distinct flavor and character.

In 2015, the City launched an exciting campaign in support of the growing wine scene. Marechal Foch grapes were planted in the roundabouts leading into Ridgefield. In 2018, the grapes were used to produce the first bottles of *Ridgefield Roundabout Red* wine. Gouger Cellars Winery bottled the first batch and Windy Hills Winery made and bottled the 2021 batch of wine. 14 Acres Winery is in the process of bottling two batches: 2022 Roundabout Red and, for the first time, a 2023 Roundabout Rose.

It is the intent that each batch of wine will have a wine label with unique artwork created by a local artist. The artwork on the 2018 and 2021 bottles was created by local artists specifically for the wine label. The City is now seeking unique artwork for the *2022 Ridgefield Roundabout Red* and one for a *2023 Ridgefield Roundabout Rose*.

CALL TO ARTISTS

The City is seeking two separate pieces of unique artwork for wine labels: for the *2022 Ridgefield Roundabout Red* and one for a *2023 Ridgefield Roundabout Rose*.

1. *Qualification Requirements for Artist:* This Call is open to any artist who is a member of the Ridgefield Art Association and/or who resides in the 98642 zip-code area.
2. *Project Goals:* The selected artwork will:
 - Be a unique art piece created specifically and solely for the wine label.
 - Be original and created by the artist who submits the artwork.

- Invoke a sense of place for what it means to be in Ridgefield. Examples MAY include capturing the natural beauty of the landscape, the essence of downtown or any other aspect that makes the Ridgefield area and community special.

1. *Project Constraints:* Some restrictions the artist should take into account:

- The artwork should NOT include the name of the wine or other wording.
- The standard dimensions of a wine label are 3.5"X4"
- The artwork may be used on larger size posters.

USE OF THE ARTWORK

The selected artwork will be used as follows:

- Display of the artwork on the 2022 Ridgefield Roundabout Red or 2023 Ridgefield Roundabout Rose wine bottles with credit to the artist.
- Use of the image in marketing and promotions for the City of Ridgefield and the wine.
- Potential use of the image on posters that can be sold as a fundraiser to support the arts in Ridgefield.

All uses of the artwork will include credit to the artist.

The artist will sign a release form authorizing ownership of the artwork and authorizing the City of Ridgefield to use the artwork as described. The artist will retain the rights to use the artwork for self-promotion purposes only.

The City will pay any and all costs associated with use of the artwork as described.

SUBMISSION REQUIREMENTS

Artists may submit artwork for one or both of the wines. Multiple submissions will be accepted.

Complete submissions must include the following:

1. ***Up to three (3) images of the artwork.*** Images should accurately represent the artwork size, including height and span. Images submitted will only be used for evaluation purposes.
- ***Actual artwork (optional).*** If not submitted, artists MAY be asked to provide the actual artwork during the selection process. Artists WILL be required to provide the actual artwork if selected.
2. ***Information about the artwork.*** Narrative material including the type of art, the meaning of the artwork and any other information that should be considered in the selection process.
3. ***Resume.*** A resume outlining the artist's experience and connection to the Ridgefield community.
4. ***Identification*** as to whether the artwork is for the Red or Rose wine.

Application packets may be submitted online at <https://lf.ridgefieldwa.us/Forms/loHaY>

Or delivered or mailed to:

Lee Knottnerus

City of Ridgefield, 230 Pioneer Street OR P.O. Box 608, Ridgefield, WA 98642

FINAL SELECTION

The Ridgefield City Council will make the final selection at a public meeting.

To protect the integrity of the selection process and assure no bias, or perception of bias, the names of the artists will not be available to City Councilmembers until following the final selection.

If an artist's name is included on the submitted artwork, the City will assure that it is not visible during the selection process.

TENTATIVE TIMELINE

November 1, 2023: Call to Artists opens

December 4, 2023 : Application packets due no later than 4:30PM.

December 7, 2023: City Council review and selection of artwork.

December 11, 2023: All artists notified.

LIMITATIONS TO LIABILITY

The City of Ridgefield assumes no responsibility or liability for costs incurred by artists in responding to this Call to Artists.