

RUSTIC ROOTS

Information for Exhibiting Artists

Rustic Roots is a chef-owned breakfast & lunch restaurant located in the heart of Shelburne Village in Vermont in a community rich with art and tourism. Our busy little restaurant was named 2013's "Best New Restaurant in Vermont" by Seven Days, and is the #1 restaurant in Shelburne on TripAdvisor & Yelp. We serve a broad spectrum of patrons and seek local art that will appeal to almost all of them!

GENERAL

Subject matter: neutral, abstract, surreal, simple, natural, botanical, and food themes tend to work better. We avoid subjects of religious, political or of generally controversial nature, animals and pets, love, nudity, violence, sadness, works with words, etc when selecting work.

Our restaurant has a warm, rustic, industrial, masculine, modern, contemporary, and hip feel. We generally seek artwork which continues this very loose overall theme... :)

TIMELINE

MAIN DINING ROOM ARTWORK IS REFRESHED FOR EVERY 2-MONTH SEASON. Can be exclusive to one artist or share the space with other artist(s) sharing a complementary style or subject matter, but entire space must appear filled.

SHOW BLOCKS:

Winter: February-March

Spring: April-May

Early Summer: June-July

Late Summer: August-September

Fall: October-November

Holiday: December-January



SPACE SPECS:

Main dining room space: 40 horizontal ft of wall space

Maximum art height: 45"

5 sections & sizes:

right wall 168" x 45"

back walls 84" x 45" & 84" x 45"

left wall 69" x 45" & 62" x 45"

Artwork must be 38" from floor to avoid contact with chairs & shoulders.

Wall colors: Valspar Lafonda Antique RED in main dining space, Rare Wine (deep purple) on accent walls.

Bright lighting that can be adjusted to highlight the show.

Other unconventional wall spaces: no take-down date

OTHER MATERIALS:

Please provide an inventory sheet with title of piece, price (or labeled NFS)

Pieces may be individually marked/priced, as long as it is in a discreet and tasteful manner and must be pre-approved.

8x10" framed bio- written in 3rd person, 300 words or less with photo of work is ok. please, no "selfies."

Business cards or small postcards ok.

Info will go on www.rusticrootsvt.com/artists with sample picture and link to your website.

SELLING ARTWORK:

Our staff answer guests' questions about the artwork daily and their enthusiasm has driven many sales! We have sold works up to \$2400 in price.

Rustic Roots collects 20% commission on artworks sold. (Deducted from price, not added to- please price accordingly.)

Rustic Roots will absorb any transaction or processing fees and can collect payments for the artist.

Main dining room work sold will be picked up by buyer after the show. Other work sold may be taken on the day of purchase.

Check payments for work sold can be collected from Rustic Roots within 30 days of sale.

ARTIST RESPONSIBILITIES:

Transportation of artwork to and from Rustic Roots, framing, wiring, hanging and take-down, insurance, shipping and delivery to buyer.

RUSTIC ROOTS CAN ASSIST IN:

Promotion & advertising of the show/graphic design if needed, promotion on social media, Facebook (1000+), Instagram (900+), Twitter (200+), (email blast (350+), press releases (Seven Days, Shelburne News, Burlington Free Press, etc), Front Porch Forum, curation, hanging & take-down when possible, and we can even arrange an Thursday night opening- just ask us. We reserve the right to use images of the artist's work for promotion.

INSTALLATION/TAKE DOWN:

Shows must be completely installed and taken down after our regular business hours- in most cases on a Monday and Tuesday since we are closed all day, but may be after 3pm during the week. No weekends! Rustic Roots can supply basic picture-hanging supplies, nails, hammer, level, tape measure. Anything beyond the basics for hanging is the responsibility of the artist to supply. Ashley may assist or advise during hanging process. Please, make careful decisions as not to add unnecessary holes to our walls. Rustic Roots will handle wall repairs, spackle and paint touch-ups.

IMPORTANT DISCLAIMER:

RUSTIC ROOTS IS NOT RESPONSIBLE FOR ANY DAMAGE TO ARTWORK. ALTHOUGH WE'VE HAD NO ISSUES IN THE PAST THERE ARE MANY POSSIBLE FACTORS BEYOND OUR CONTROL. WE DO OUR BEST TO PROHIBIT ANYONE FROM TOUCHING THE ARTWORK. PLEASE TAKE THESE FACTORS IN TO CONSIDERATION BEFORE AGREEING TO HANG YOUR WORK IN THIS RESTAURANT.

I, _____, ARTIST NAME, **ACKNOWLEDGE THAT I HAVE READ AND AGREE TO THE TERMS AND CONDITIONS STATED BY RUSTIC ROOTS.**

X

ARTIST SIGNATURE

DATE

X

ASHLEY CAMPBELL OR MIKE ORFAN

DATE

ADDRESS

PHONE NUMBER

EMAIL ADDRESS

NAME OF ARTIST:

SEASON OF SHOW:

INSTALLATION DATE:

TAKE-DOWN DATE:

NUMBER OF PIECES:

MEDIUM:

PRICE RANGE: