



Dear Artists,

Welcome to the Oldfield Show ~ Yes, we are having a show! As you know we have never been in these uncharted waters, but we are committed to being here for you artists, the patrons, and the Heritage Center.

We have had extensive talks with our Advisory Board and our staff, and we have been watching our state reopening requirements. This we do know ~ no one knows for sure where we are going in the fall with the COVID 19 virus. With that being said, we have a plan in action!

We have spent the last 2 months doing research and we have come up with a beautiful plan for a great online venue. Granted that is not as much fun as being able to hug and laugh together but it is a viable way to keep your work in front of the patrons and to make sales for you!! We must change with the circumstances and if we cannot bring the patrons to the show then we will make sure we take the show to the patrons!!!

Our concerns are the same as many of the other shows that have cancelled their events....will the patrons come to a large gathering even if the state allows it, or will it be too soon for them to feel confident in a large gathering?!?! On the flip side will you artists feel safe coming to a large gathering, investing your time and money if we do not know how the public will respond?!?!

Along with the online show and auction we will have a more intimate Preview Party for patrons to view the auction items in our Heritage Center limiting the number of guests in the Center at any one time.

We have set up a web site just for the Oldfield Show. It will showcase each of you and your work just as if you had a booth in our show. You will have a photo of you & your work on the home page. The patrons will click on you and a minimum of 5 pieces that will be for sale will pop up along with your bio, video, links etc. The links will be to your web page and all your personal social media sites. The drop-dead deadline for photos for your online gallery show will be August 1st!!!

Along with all your gorgeous work being displayed we will have inactive areas in the show. We will give out awards like in the past. We will have patrons voting for People's Choice Award which will be awarded on the closing weekend. We will have musical entertainment they can enjoy. We will also have student interview. We have many fun aspects planned to make everyone want to return to our site time and again.

There will also be an optional opportunity for you to add a link to a personal 3-minute video. The video will be you saying "Hi, I'm Joella, please come in & view my gallery or watch me do a demo or I want to share my work with you". We have hints for you to make it a great video

giving the patrons a way to experience you and your work on a more personal level. If you engage them you can make a friend online as well as you can in person.

The Online Show will begin on Oct 1st and end on Oct 31st. This gives you an opportunity to have your work out there for the patrons to enjoy for a month instead of just one weekend!!!

There will be only one charge for the online show of \$150 per artist and no commission from any online sales ~ just as if you were at a show and paying for a booth. You will also be handling your own sales. There will be forms for the patrons to fill out as they want to purchase a piece and a copy will come directly to you. There will be no hidden additional costs of building the web site or having it maintained throughout the show. That will include setting up all your photos and links and promoting the show. This will be handled by our Advertising Agency and Webmaster.

The Auctions will be handled a bit differently. Again, because we are not limited to a time frame for the auctions, we will have 3 Auctions like our regular show. The difference will be the Auctions will each last one full week with bidding on the weekends! Oct 10th & 11th will be the Major Auction. Oct 17th & 18th will be the Miniature Auction and Oct 23rd & 24th will be the Benefit Auction.

The show and auction information and registration forms will be on our website starting July 1st. Look for a follow up email with the direct link. All the Auction Sales will be handled through the Heritage Center and we will charge a commission and mail you a check after the close of the show. There will not be a set-up fee. We will need your Auction Photos by August 15th and your Auction items delivered or shipped to us by Sept 15th.

Your success at this show is our priority but you must be committed to that success. These deadline dates are not negotiable as we must have time for the Advertising Agency to make this a first-class professional showing and it cannot be put together at the last moment. Please respect the dates!

We are all in these uncharted waters together and yes COVID 19 has changed the Art World as we have known it. However, we are committed to keeping you amazing Artists and your work alive and exposed to patrons near and far until we can all gather under one roof again.

We wish you all continued good health, creative moments, love, and a sense of humor.

Warmest Regards,
Joella Oldfield
Show Director