

# Call for Artists

## *White Pine Live Canvas Painting Project*

### Project Overview

The Catawba Valley Festival of the Arts (CVFA) is pleased to open this Call for Artists for the opportunity to participate in a live, on-site installation of a painting of a white pine tree on a preset canvas area for the renovated White Pine Supper Club in Conover, North Carolina. This unique opportunity will occur during a VIP Opening Reception with the Bob Ross-style live painting event that contributes to the legacy of this historic venue.

Artists are invited to submit their concept for painting the white pine tree. The submission process includes a site visit and the completion of the White Pine Artist Application by the deadline of February 28, 2025. A winning entry will be selected by a panel of judges with an award announcement of the Commissioned Artist on March 7, 2025. The award includes a \$600 cash prize, a \$100 White Pine gift certificate, and other ancillary benefits. The live painting VIP event will occur the last week in March 2025.

### Project Details

- **Canvas Dimensions:** 48.5" W x 78" H (vertical wall panel)
- **Medium:** Acrylic paint (alternate mediums subject to approval)
- **Style:** Inspired by vintage Bob Ross aesthetics, focusing on a white pine tree theme.
- **Materials:** Artist is responsible for all project materials
- **Venue Location:** White Pine Supper Club, 1316 Conover Blvd, Conover, NC 28613. The completed artwork will be displayed as a permanent artwork within the venue, to be viewed and appreciated by thousands of patrons annually.
- **Artwork Creation and Duration:** The white pine painting will need to be created at the Venue Location as the canvas is currently mounted on the wall. *The painting will need to be finished during the VIP Reception as a live event.* To reach this target, the Commissioned Artist can:
  - (1) Create and finish the entire painting during the VIP Reception, or
  - (2) Finish the painting during the VIP Reception, in which case the Artist will have worked on the painting before the VIP Reception. For Commissioned Artists that need time to paint at the Venue Location before the VIP Reception, we will work with you to schedule the time.
- **Artwork Ownership and Rights:** The White Pine Supper Club will retain ownership of the final painting as a permanent artwork in the venue and will retain usage rights for branded promotional products (e.g., glassware, apparel, cards, etc).
- **Award:** \$600 cash + \$100 White Pine Gift certificate, sponsored by CVFA & White Pine Supper Club

### Key Dates, 2025

- **January 15:** Call for Artists opens
- **January 28–30:** Site Visit, 11:00 AM–3:00 PM; or call 828-344-2121 to schedule a time.
- **February 28:** Submission Deadline
- **March 7:** Commissioned Artist Announcement
- **March 23–30:** Live Painting VIP Reception Event (specific time TBD)

*\* Please note all dates are subject to change*

## VIP Reception for Live Painting of the White Pine Artwork

During the VIP Reception, the Commissioned Artist will create or finish the creation of the white pine artwork in a "Bob Ross-style" live painting exhibition on the preset canvas. Additional opportunities for the Commissioned Artist include:

- Showcasing their other art as a featured exhibition at the White Pine Supper Club during the VIP Reception.
- Exposure through regional media, creatives, and community leaders.

### Submission Requirements

1. **Artist Application:** The Artist Application must be completed with the submission.
2. **Concept Sketch:** The artist will create a scaled concept of their rendition for the painting (approximately 1:6 ratio). The concept will be submitted in digital format (pdf, jpeg, or png)
3. **Site Visit:** Artists must visit the venue to understand the ambiance of the White Pine Supper Club and the context of the area of the canvas for the white pine painting. Several dates with blocks of time have been designated as drop-in times for the site visit (see Key Dates, above). The artist is requested to sign-in at the White Pine to document their visit.
4. **Submission Email:** Send the concept sketch and artist application to [getzen@anandarasa.org](mailto:getzen@anandarasa.org) by February 28, 2025.

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### About the White Pine Supper Club

Local entrepreneur Doug Rink is restoring the White Pine Supper Club in Conover, NC. The White Pine Supper Club venture breathes new life into the storied locale and stands as a testament to both the town's rich history and its vibrant present. The name "White Pine" holds historical significance, harkening back to the area's logging industry roots, where white pine trees were once abundant. The new White Pine Supper Club will transcend mere dining to emerge as a celebration of Conover's heritage and a testament to its resilience. Through innovative cuisine and a warm atmosphere, the Supper Club will be a focal point for community engagement, bringing locals and visitors together to savor flavors and stories alike. In revitalizing this historic space, Rink's White Pine Supper Club stands as a cherished symbol of Conover's past, present, and future and a symbol of resilience and renewal in the heart of the Catawba Valley.

### About the Catawba Valley Festival of the Arts

The Catawba Valley Festival of the Arts, currently under the sponsorship of AnandaRasa Catawba, began in 2021 as an "All Arts for All" multi-day celebration. For the 2024-2025 season, the CVFA offers programs, workshops, and events designed to help individuals reconnect with their inner selves, cultivate well-being, and experience transformation through the arts. For more details, visit [AnandaRasa.org](http://AnandaRasa.org) or contact us via email at [getzen@anandarasa.org](mailto:getzen@anandarasa.org)

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