

# 2009 BB&T Charleston Food + Wine Festival Official Poster Competition

## *Call for Entries*

### Description:

The BB&T Charleston Food + Wine Festival is proud to once again partner with *Charleston* magazine to present the second annual Official Poster Competition. Artists who are 18 years or older and residents of the Tri-county area may submit original works for consideration in the design contest of the 2009 Festival Poster. These designs are then judged by a panel representing both the culinary and art communities. The design should reflect Charleston's rich culinary history and exciting food scene, while featuring attributes that would aptly reflect the festival. Artists should keep in mind that the poster design will be used in many marketing and retail materials. In order to retain the branding of the past three years, artists are asked to incorporate into the design the signature wine stain similar to the one that has appeared on past posters.

### Winning Prize Details:

The winner will receive \$1,000, recognition as the Official Poster Artist, 12 posters, and various retail items that feature the design (TBD). In addition, the winning poster design will be showcased as a special supplement in *Charleston* magazine's December 2008 Food & Wine issue, as well as being used for official retail merchandise and in storefronts across the area to promote the festival. The artist is expected to attend the Festival's Poster Unveiling Party in December and the actual festival to autograph merchandise showcasing the design. Deadline for submission is Friday, August 22, 2008. Entry into the competition is free.

### Eligibility:

Open to all artists 18 years and older residing in Charleston, Berkeley, or Dorchester counties.

### To Enter:

Artist must complete and send the attached entry form along with the mounted artwork no later than Friday, August 22, 2008. Once submitted, all entries become possession of the BB&T Charleston Food + Wine Festival and may be sold as part of the festival's auction to raise money for scholarships and charitable endeavors.

Entries should consist of the following; incomplete entries will not be considered:

1. Completed Entry Form
2. All media acceptable: winner's poster to be reproduced and printed by four-color process. Art submissions should be 18" wide x 24 high", mounted on foam core. Vertical orientation (where

the overall width is smaller than the overall height) is recommended—keep in mind the proportions of standard retail posters, as well as the festival poster. The official Festival logo will be added to the winning design and should be considered during the design process.

3. Signature wine stain incorporated into the poster design
4. Brief biography of the artist

#### Notification:

All artists will be notified of the outcome of the competition by November 28, 2008. One winner will be selected for the competition, but the judges may select a few honorable mentions to showcase during the festival. **Artists should NOT call or email regarding the status. Everyone who submitted artwork will be notified of the outcome by November 28, 2008.** Artwork will not be returned as all entries become possession of the Charleston Food + Wine Festival and may be sold as part of the festival's auction to raise money for scholarships and charitable endeavors.

#### Panel of Judges:

**Melinda Smith Monk, *Charleston* magazine, Art Director:** Melinda Smith Monk has led the creative team at *Charleston* magazine for more than 13 years. While at the company, Monk has directed more than 200 publications, including *Charleston*, *Charleston Home*, *Charleston Weddings*, and *Charleston Helps Pets*. Under her direction, *Charleston* magazine and *Charleston Home* magazine have been awarded numerous industry awards, including ADDYS, OZZIES, and the PRINT REGIONAL DESIGN ANNUAL.

**Amy Reed, Helium:** Amy Reed brings a keen understanding of the design principles that make for effective brand identity and cohesive brand management. With extensive print, web, and interactive multimedia experience, Reed maintains a strategic focus on the ever-changing world of digital design. Originally hailing from Detroit, Michigan, Amy has had more than 15 years of experience in the marketing services industry, including the role of creative director for both traditional advertising and interactive media firms. Reed's award-winning design work can be seen in logos, print, packaging, and multimedia.

#### **Jason Fletcher, Graphic Artist, *The Post and Courier***

Jay Fletcher has been a graphic artist for *The Post and Courier* since 2001. Since graduating from The Columbus College of Art & Design in 2000, he has gone on to win numerous awards for his work, including having been selected as the official poster artist for the 2008 Charleston Food + Wine Festival and 2008 Charleston Harbor Fest. Recently he was selected to design the cover of The Society For News Design's 29th Annual and will have his work shown in the upcoming 2008 Communication Arts Illustration Annual.

#### **Grandee Ray, Owner, Grande Ideas**

Grandee Ray brings fervor for creative solutions and an innovative approach to business and relentless energy. Grande Ideas' mission statement—"Growth through unsurpassed customer service"—is the guiding principle that ultimately creates a promotions and branding company that provides service to the customer unlike any in the industry. Grandee has received awards of recognition from the Charleston Advertising Federation and the Charleston Regional Business Journal, including the CBJ's

"The Roaring 20" award in 2007. Grand Ideas has served as the official retailer for the BB&T Charleston Food + Wine Festival for the last two years.

**Sean Brock, Executive Chef, McCrady's**

Sean Brock, executive chef of McCrady's Restaurant in Charleston, South Carolina, is passionate about food and its ingredients in a way that few can imagine. His creative and unique culinary style blends the classic Southern ingredients and preparations he learned from his grandmother with techniques that are truly on the forefront of modern dining. Brock was trained in classical technique at Johnson & Wales, but uses the newest discoveries of modern food science to add new tools and options. Brock has a long list of accomplishments and accolades to his credit, including two dinners for the James Beard Foundation, a feature on the Food Network, numerous glowing reviews and local awards, and apprenticeships with acclaimed chefs.

**Angel Postell, BB&T Charleston Food + Wine Festival, Executive Director:** With more than 13 years of experience in marketing, Angel Passailaigue Postell, APR, has a wide array of experience in public relations, community affairs, and event planning. After a successful inaugural year in 2006, the Charleston Food + Wine Festival's Board of Directors hired Postell to serve as executive director. In this role, she oversees all day-to-day management operations of the Festival, serves as the liaison between the Board of Directors and the organization, oversees accounting and financial details, manages fundraising efforts, and handles overall operations for the non-profit organization.

For More Information:

To learn more about the competition, visit [www.charlestonmag.com](http://www.charlestonmag.com) or email [art@charlestonfoodandwine.com](mailto:art@charlestonfoodandwine.com). Due to the large number of entries and interested artists, we ask that you **DO NOT** call either organization for information.



charleston  
magazine  
www.charlestonmag.com

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## ENTRY FORM

**PLEASE COMPLETE AND ATTACH TO THE BACK OF ARTWORK.**

*Agreement:*

By signing below, I attest to and agree to the following: I am at least 18 years of age and reside in Charleston, Berkeley, or Dorchester County. The artwork submitted is entirely my own work. My artwork/poster will be considered by the BB&T Charleston Food + Wine Festival for the 2009 Official Poster Design. However, whether chosen or not, my artwork/poster will not be returned and will become the possession of the festival. The festival may auction the piece to raise money for charitable endeavors. If my poster design is chosen, I fully understand that I relinquish all rights to the artwork, as it will become the exclusive property of the BB&T Charleston Food + Wine Festival. If my artwork/poster is chosen, I understand that there is a \$1,000 cash prize and that I am expected to attend the Festival's Poster Unveiling Party and festival weekend to autograph merchandise showcasing my design.

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_

Age: \_\_\_\_\_ Birthdate: \_\_\_\_\_

**Please send/deliver all entries to:**

BB&T Charleston Food + Wine Festival  
975 Morrison Drive, Suite A, Building C  
Charleston, South Carolina 29403

**Tuesdays from 10 am-3pm or Friday, August 22<sup>nd</sup> 9-5**  
(843) 727-9998 ext.4