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W I N E + F O O D
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2010 BB&T Charleston Wine + Food Festival Official Poster Competition

Call for Entries

Description:

The BB&T Charleston Wine + Food Festival is proud to once again partner with *Charleston* magazine to present the Fifth Anniversary 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 2010 poster. These designs are then judged by a panel representing both the culinary and art communities. Artists' designs should illustrate Charleston's unique culinary culture and exhibit characteristics that would appropriately represent the Festival, while highlighting the **5th year anniversary** of the organization. When creating the final design, the artist should keep in mind that the poster design will be used in many marketing and retail materials. Keeping with the theme for 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 Poster Details:

The winner will receive \$1,000, recognition as the Official Poster Artist, posters and various retail items that feature the design (TBD). In addition, the winning poster design will be showcased as a special pullout in *Charleston* magazine's December 2009 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 28, 2009. Entry into the competition is free.

Eligibility:

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

Entry:

To enter, artist must complete and send the attached entry form along with the mounted artwork no later than Friday, August 28, 2009 by 5pm. Once submitted, all entries become possession of the BB&T Charleston Wine + Food 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. Complete 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 *by the Festival* and should be considered during the design process.

3. Please **DO NOT** add the Festival logo or dates in your artwork, the Festival will be responsible for that portion of the design.
4. When possible digital submissions are preferred. Digital artwork should be submitted in layers.
5. Official Festival wine stain, which can be a digital downloaded from the website OR hand produced.
6. Brief biography of the artist

Notification:

All artists will be notified of the outcome of the competition by November 27, 2009. 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 27, 2009.** 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 AWARD.

Amy Reed, Helium, Owner & Graphic Designer

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.

Grande Ray, Owner, Grande Ideas

Grande Ray brings fervor for creative solutions, innovative approach to business and relentless energy. Grand 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. Grande 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 Wine + Food Festival for the last four years.

Chef Fred Neville, Fat Hen & Wild Olive

As Founding Chef, Partner and Executive Chef at 39 Rue de Jean, COAST Bar & Grill, and Good Food Catering for the past six years, Neville spent his days in the restaurant fast lane making an indelible mark on the Charleston food scene. Ready to fuse his passion for food and family, Neville opened Fat Hen as an outpost for culinary delights and domestic enjoyment. After working at the Willard in Washington, D.C., Neville did a stint in Aspen, and went to Denver as senior instructor and, later, assistant director, at the School of Culinary Arts before coming South to Kiawah and subsequently Charleston.

Caroline Bevon, BB&T Charleston Wine + Food Festival, Board Member

Caroline Bevon has served on the board of the BB&T Charleston Wine + Food Festival for the last two years in the role of Secretary. She brings knowledge and passion for the local culinary industry from her experience as a premier caterer. She is the owner of Catering by Caroline and manages all aspects of this full-time catering business. Bevon is a graduate of the New York Restaurant School.

Angel Postell, BB&T Charleston Wine + Food 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 Wine + Food 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 or email art@charlestonwineandfood.com. Due to the large number of entries and interested artists, we ask that you **DO NOT** call either organization for information.



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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 Wine + Food 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 Wine + Food 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 Wine + Food Festival
 975 Morrison Drive, Suite C1
 Charleston, South Carolina 29403

Every Wednesday from 10 am-3pm from June 3- August 26 OR Friday, August 28 9 am -5 pm
 (843) 727-9998 ext.4