



March 14, 2017

Dear Art Patron,

**2017 Gloucester Arts
Festival Team**

Adrienne Joseph
President
Cook Foundation

Carolyn Dudley
Vice President
Cook Foundation

Karen Flowe
Secretary
Cook Foundation

Dorothy Fagan
Artist Director
Plein Air Artist

Theresa Stewart Hupp
Owner
Stewart Gallery

Bill Andersen
Chairman
Arts on Main

Betsy Henderson
Executive Director
Arts on Main

Melanie Chambers Hartman
Plein Air Artist

Leslie Belvin
Artist

Jenny Crittenden
Executive Director
Main Street
Preservation Trust

Rosie Crawford
Project Administrator
Cook Foundation

An extraordinary event is about to take place in Gloucester, Virginia from May 23 to 28, 2017. We are thrilled to announce the inaugural year of the Gloucester Arts Festival, which will bring some of the finest painters on the east coast to Gloucester to paint the beauty of our surroundings in this plein air painting competition.

The Cook Foundation is privileged to sponsor and organize this inaugural event. Approximately twenty highly acclaimed and award-winning artists, featured in Gary Pendleton's definitive book, 100 Plein Air Painters of the Mid-Atlantic, will participate in this event. Our curator artist, Dorothy Fagan, selected these artists to celebrate life at the river over five days. They will portray the amazing countryside and people at work on boats and farms in the first Heart of the River Collection. Artists will gather at designated picturesque venues where you may watch the magic unfold. Please find the enclosed flyer with a sample of these artists' works, and see more information on our website (www.gloucesterartsfestival.com) which will launch March 17, 2017.

We invite you to become a collector of the paintings by these talented artists, and take home some of the beauty and tranquility that you witnessed, so that you can enjoy life at the river in your home or office every day. These exceptional works in oil, acrylic, watercolor and pastel will be priced in the \$500-\$2000 range. The breathtaking unveiling and awards presentation takes place at the Gala on Friday, May 26 at Arts on Main when sales open to the public.

We are delighted to offer you a unique opportunity to choose your painting(s) *before sales open to the public* using a pre-purchase certificate for \$500 (see details enclosed). Anyone wishing to have first choice of these amazing artists' works will want to subscribe. Your pre-purchase certificate gives you the opportunity to acquire a beautiful original plein air painting for your personal collection while supporting the creation of the Heart of the River Collection.

Additionally, this pre-purchase agreement puts you in the front row to exchange thoughts and questions in informal conversations with the artists throughout the week. You will receive two tickets to the Meet the Artists Dinner at Beecreek at Sassafras as well as two tickets to the Gala Reception at Arts on Main in Gloucester. Along with the painting(s) you select, you will receive the 2017 Heart of the River Catalogue. Robert Bowers Mayo, Gloucester art historian, will be on hand at the Gala to regale everyone with his expertise and knowledge and to award prizes for the best works. You will

have the opportunity to talk to the artist who painted your selected work at a farewell reception at the home of Adrienne Joseph on Sunday afternoon.

You may join the fun and paint alongside the artists at the Main Street quick draw competition on Saturday. Children are welcome to try their hand in a special quick draw event of their own. There are educational workshops and lectures available during the week. Plan to stay for the 11th Annual Symphony Under the Stars outdoor concert featuring the Virginia Symphony Saturday evening at 8pm. Please see the attached schedule of events for more details.


Our goal and mission is to promote the arts in Gloucester. This is not a fundraiser. The Cook Foundation is covering all costs of the plein air painting competition. All pre-purchase payments go toward your purchase of the painting(s) you select. Not only will you observe the artists at work and enjoy the art in your home, but your purchase will further promote the arts in Gloucester.

We hope you will take advantage of this exceptional opportunity for priority selection of the painting of your choice by these preeminent Mid-Atlantic artists. Thank you for your support and we look forward to seeing you in May!

Best wishes,



Adrienne Joseph
President, Cook Foundation



Dorothy Fagan
Curator Artist

Enclosure:
Artists' Flyer
Pre-Purchase Agreement
Schedule of Events

2017
Heart of the River
Pre- Purchase Agreement

Select one:

Yes, I would love to support the creation of the *Heart of the River Collection.*

I understand I will receive my selected painting(s), two tickets to the Meet the Artist Dinner at Beecreek at Sassafra (May 24 at 6:00 pm), and two tickets to the Gala Preview at Arts on Main, Gloucester, VA (May 26 at 6:30 pm) as well as an Exhibition catalogue, to be mailed following the event.

And in addition, I will be invited to the farewell reception with the artists at Goshen (May 28, from 1:00 - 4:30 pm).

Your pre-purchase agreement entitles you to select your painting(s) prior to sales opening to the public. Collectors will make selections sequentially, according to the order of the earliest received pre-purchase agreement and check or online payment. Collectors may purchase a \$500 painting with their pre-purchase certificate, or purchase a higher priced painting by adding to their pre-purchase amount.

Artists' biographies and sample artworks can be seen at www.gloucesterartsfestival.com.

2017 Heart of the River Collection Patron - \$500

Regretfully, I decline.

Name _____

Address _____

Email _____

Phone _____

I would like to receive notifications of Gloucester Art Festival events via text.

To get the priority selection, please return your commitment as soon as possible. The early bird gets first choice! Pre-purchase certificates are non-refundable. Return this completed form with your check payable to the Cook Foundation, PO Box 1383, Gloucester, VA 23061 by April 15, 2017 or visit our website www.gloucesterartsfestival.com to pay online as of March 17, 2017.

**Gloucester Arts Festival
Schedule of Events**

Pre-Festival Events: Saturday, May 20 - Monday, May 22

Saturday, May 20 and Sunday, May 21, Quick Draw Workshop at Arts on Main by Hai-Ou Hou

Monday, May 22, 3:30 - 7:30 pm, Nocturne Paint Out, Little England Plantation

Plein Air Painting Competition

Tuesday, May 23

All Day Artists arrive

Wednesday, May 24

All Day **Watch Artists Painting** - Site to be announced
4:00 pm **Paintout at Beecreek at Sassafras**, York River estate
6:00 pm **Patron Artist Dinner** (ticketed event) Beecreek at Sassafras

Thursday, May 25

All Day **Watch Artists Painting** - Site to be announced
7:00 pm **Pecha Kucha Arts on Main, Gary Pendleton Book Talk/Signing**
Artists' Slide Talk of their painting: palette, paintings, easel chat

Friday, May 26

Morning **Watch Artists Painting** - Site to be announced
6:30 pm **Gala Opening for Patrons** (ticketed event) Arts on Main
7:00 pm **Gala Opening to Public**
Awards Judge Robert Bowers Mayo Gallery Talk
First Place \$3,000, Second Place \$2,000, Third Place \$1,000

7:30 pm **Artist Patron Selections**

8:00 pm **Sales open to the public**

Saturday, May 27

8:00-9:00 am Check-in Paint Main 2.5 - Public invited to compete
Post pictures & video to #gloucestervaarts

9:00-11:30 am **Paint Main 2.5** (Quick Draw in 2.5 hours) Main Street, Gloucester
Hai-Ou Hou Judge
Kids Paint .5

All Day ***Heart of the River Show***, Arts on Main

8:00 pm **Virginia Symphony Under the Stars** Gloucester Village

Sunday, May 28

12:00-3:00 pm **Last Call Arts on Main** post pictures & video to #gloucestervaarts

1:00 - 4:30 pm **Farewell Reception** for artists and pre-purchasers at Goshen

3:00 pm ***Heart of the River Show*** closes