



## Letter to the Stores Festival 2010: Arts on Main

Arts on Main, in its 6th year will be held from Saturday May 8, to Monday, May 31, 2010

Our objective is three-fold: to produce an arts festival for the purposes of educating and advancing the public's understanding of the visual and performing arts; to educate artists through participation in such festivals and related workshops and, to attract visitors to the area to experience what our communities and businesses have to offer.

In 2009, over 69 visual artists displayed their work in participating storefronts on the main streets of Alliston, Cookstown, Beeton and Tottenham. This year our main objective is to expand the events to promote a positive business climate to attract bordering communities, tourists, day-trippers to dine, shop, enjoy and perhaps to stay and return at some point. Working with the local municipalities, business communities and associate economic development programs, we hold a three week event featuring the unique art of local artists/ artisans, coupled with emerging music artists, writers, and buskers/street performers.

Open to emerging and established artists, the closing date for entries will be Friday, April 9. The display of artwork must be in place by the evening of Friday, May 7! The People's Choice voting will begin May 8. Signage with the Artist's Bio and labels has been provided to go alongside each display. We will be supplying the labels to be placed on no more than three (3) pieces of art to be juried. The three (3) art pieces to be juried will have a Gold Star applied to the SSAC/Arts on Main label. With the business owner's concurrence, we encourage the artist to spend at least one day in the store to demonstrate and/or talk about the art or be available for questions. You will note that each community is having an Art Walk on a Saturday, which is the suggested day to feature an "Artist in Residence." Artists will be notified of their acceptance by Monday, April 19. Again the set up date for the show is Friday, May 7, 2010.

An increased and enhanced marketing approach has actively been carried out this year and signage will be placed in each window to explain the voting process.

New for this year!

## **Best of Show Award**

### **Ralph Hicks**

Ralph Hicks was born in London, England in 1941. He is a graduate of both the University of Bristol and Harvard Business School. He moved to Toronto in 1967 to pursue a career in marketing, general management and strategy consulting for multinational consumer product companies. He first developed an interest in sculpture, while still a student, after seeing large-scale bronzes by Rodin, Lachaise and Matisse at the Museum of Modern Art in New York. However, this interest was largely suppressed while he made his career in business. Not until 1996 - when he put the cart before the horse by building himself a studio in Mulmur Hills, Ontario - did Hicks begin actively channelling his love for sculpture into artwork of his own. Since then, he has been busy creating figures of various shapes and sizes, some realistic, some geometric and some free form, but all of them conveying their own personal "attitude," as Hicks terms it. His technique is mostly self-taught, with no formal sculpture training beyond a few evening classes. He currently has pieces on display in various private collections throughout Canada, the United States and Europe.

Ralph Hicks has volunteered to provide an award that would be passed on every year to the designated recipient. The piece is called "Salutation" and is a limited-edition bronze, mounted on marble. It is approximately 13 inches high, including the base. There is sufficient room on the top of the base for a small plaque referring to the award. It is one of a group of "salutation" interpretations, one of which has been enlarged to 8 feet high in stainless steel and installed at the London School of Economics.

Salutation

Ralph Hicks

Stainless steel, 8' high.

Ralph Hicks likes to create what he calls "figures with attitudes". In Salutation, an attitude of respectful courtesy is conveyed through a human form, reduced to suggestive rectilinear shapes, bowing its head to passing travelers. Hicks tells us very little about his model, providing no indication of race, class or even sex. But, he also asks little in return, extending the gesture of salutation indiscriminately to any and every potential friend that might pass by. The simple cuboid, favoured by Hicks for its "immediate and striking" appearance, is the only shape required to give life to Salutation's purely positive greeting.

Hicks' original conception called for a group of five figures like Salutation, but each standing 30 feet tall. If Toronto had been chosen to host the 2008 Summer Olympics, each of these figures was to be placed at one of the city's five major entranceways.

We are thrilled that three jurors have agreed to jury the art entered in the South Simcoe Arts Council's Arts On Main, 2010 as outlined under Juror's Award.

**Ron de Boer - Photographer,**

Member of Ontario Society of Artists. Owner of Gallery de Boer – Fine Art & Jazz Art Gallery in Owen Sound.

**Andrew Benyei – Sculptor**

Member of the Ontario Society of Artists

Andrew is best known for his figurative sculptures. A graduate of OCAD, he pursues his art full time. His work is expressive and contemporary and captures human dynamics as well as the human condition. He has exhibited in Canada, US, New Zealand, New Mexico and Budapest.

**Janet Hendershot – Painter**

Education: Rudolf Steiner College, Sacramento, CA, BFA York University, Alfred State University NY,

Member of the Ontario Society of Artists. Works on paper and canvas have been exhibited in Mexico, Colombia, Paris and London, England as well as across Canada. Paintings have been juried into 14 exhibitions since 1997. Works can be found in many private and public collections.

**Juror's Awards**

There will be four (4) categories for the Juror's to determine prizes as follows:

**Photography**

1<sup>st</sup> prize \$250  
2<sup>nd</sup> prize \$150  
3<sup>rd</sup> prize \$ 100

**Two-Dimensional Art: Representational**

1<sup>st</sup> prize \$250  
2<sup>nd</sup> prize \$150  
3rd prize \$100

**Two-Dimensional Art: Non-Representational**

1<sup>st</sup> prize \$250  
2<sup>nd</sup> prize \$150  
3<sup>rd</sup> prize \$100

**Three-Dimensional Art**

1<sup>st</sup> prize \$250  
2<sup>nd</sup> prize \$150  
3<sup>rd</sup> prize \$100

## People's Choice Awards

It has been determined that in addition to each store having a ballot box and ballots for the people to complete; several locked designated mail boxes will be placed in an accessible location in each community to allow for voting after business hours and weekends. Voting will continue until May 31, 2010. New for this year, there will be a first, second and third prize for overall People's Choice.

1<sup>st</sup> prize \$75  
2<sup>nd</sup> prize \$50  
3<sup>rd</sup> prize \$25

When the People's Choice Award has been determined, the voters' ballots will be entered into a draw to take place at the Showcase of South Simcoe. (Prizes donated by South Simcoe businesses)

Again, new for this year, all of the prizes will be announced at the Showcase of South Simcoe that will take place on Monday, June 14 from 5:00 to 7:30 pm at The Gibson Center Gallery.

Prior to the Showcase of South Simcoe, all winners will be notified so they can place their winning piece of art in the Showcase. Winners will be asked to convey their art work to the Gallery at The Gibson Center on or before Tuesday, June 1, 2010 for the show that commences Wednesday, June 2 – June 15, 2009 at The Gibson Centre. We invite the Jurors, businesses, contributors, participants, volunteers and sponsors to attend the reception.

Once we match the artists to the stores we shall also provide you with that listing. The final brochure for Arts on Main shall be made available to you as soon as feasible after April 26, 2010. Once the brochures for Arts on Main are printed; we will ensure that you receive them.

Again, we thank you for the time and efforts afforded the South Simcoe Arts Council. We are appreciative of your ongoing contribution.

Arts on Main festivities will rotate in each community with Artwalks and Entertainment taking place on a designated Saturday in each community.

Alliston Artwalk	Cookstown Artwalk	Tottenham Artwalk	Beeton Artwalk
Saturday, May 8	Saturday, May 15	Saturday, May 22	Saturday, May 29

**For more information: [lyndamitchell@rogers.com](mailto:lyndamitchell@rogers.com)  
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### ABOUT THE SOUTH SIMCOE ARTS COUNCIL

Our member service area includes all of the larger communities in South Simcoe, including Alliston, Angus, Beeton, Bradford, Cookstown, Loretto, Thornton, and Tottenham; the Towns of New Tecumseth, Innisfil and Bradford West Gwillimbury; the Townships of Essa and Adjala-Tosorontio; and, CFB Base Borden. It also includes the rural and outer areas.