



celebrating art in the everyday.

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## The aMAZing Pumpkin Carve Presented by the Hopewell Valley Arts Council

### CALL FOR ARTISTS

The Hopewell Valley Arts Council (HV Arts Council) invites you to participate in the second annual “aMAZing Pumpkin Carve” (Carve). The Carve will feature 50 giant pumpkins, carved by a selected group of artists, artisans and pumpkin enthusiasts, for viewing by the public.

The HV Arts Council has teamed up once again with Howell Living History Farm to hold this event in conjunction with the ever-popular Howell Farm Corn Maze. The Corn Maze is the longest running corn maze in New Jersey. It covers over four acres with two miles of paths, and boasts attendance of 8,000+ per year. Howell Living History Farm and the Hopewell Valley Arts Council see the Corn Maze and Pumpkin Carve as the perfect opportunity to collaborate and celebrate the Valley’s agricultural heritage, while showcasing our area’s artists through this fun, family-oriented event.

Thanks to the success of last year’s Carve, we are extending the Carve to two weekends this year. **The Carve will be open to the public Friday Oct. 7 thru Monday, Oct. 10 (Columbus Day) and Friday, Oct. 14 thru Sunday, Oct. 16.** (As usual, the Corn Maze will be open to the public for seven weekends starting Sept. 17 thru Oct. 30, 2016.) During the two weekends of the Carve’s display, visitors will be able to purchase separate tickets to the Carve and the Corn Maze, OR take advantage of a discounted “combo” ticket for both attractions.

The Arts Council is seeking financial sponsorships for the Pumpkin Carve from local businesses, community organizations, and individuals. HV Arts Council will randomly pair sponsors and carvers, except where a Sponsor has requested to be teamed with a specific Carver. Sponsorship information can found at [HVArtsCouncil.org](http://HVArtsCouncil.org).

The funds raised from the Carve will be used to further the missions, programs and events of the Hopewell Valley Arts Council.

#### Who is the Hopewell Valley Arts Council?

The HV Arts Council is a growing non-profit organization dedicated to celebrating art in the everyday. By cultivating all types of creative exploration and artistic expression, the HV Arts Council aims to increase awareness and appreciation of the arts in the greater Hopewell Valley and enhance the quality of our lives and communities. We define art in expansive terms, embracing the visual arts

& crafts, the performing and literary arts, the culinary arts....and pumpkins, as well as diverse cultural expressions of home, heritage, environment and community. The HV Arts Council has blossomed as an art-focused partner for many local institutions. We grew out of the 2014 Hopewell Stampede, a project initiated by a group of art-loving residents who enlisted local artists to decorate more than 70 life-size fiberglass oxen that were displayed throughout the Valley. We aim to enhance and celebrate the joy of art and creativity in all that we do.

### **Who is the Howell Living History Farm?**

Howell Living History Farm provides the setting for the Hopewell Valley Arts Council's aMAZing Pumpkin Carve. As part of the Mercer County Park System, Howell Living History Farm is a time machine that takes visitors to the year 1900, when horse-drawn buggies traveled the lanes of Pleasant Valley and when farms were bordered by snake fences and osage orange trees. A working farm for more than 250 years, Howell Farm has over 65,000 visitors per year who are encouraged to experience their rural heritage through hands-on educational programs. The Friends of the Farm offer program support, funding for research and restoration projects and extensive volunteer services.

### **General Carving Information**

Please be sure to read the separate ***"Participation Rules and Event Details"*** for specific and important information.

- **Carving Day**

Carving Day is Wednesday, Oct. 5, 2016 between 10am and 8:30 pm. In the event of **unsafe** weather conditions, the rain date for the carving will be Thursday, Oct. 6.

- **Artist Eligibility and Carver Selection**

The aMAZing Pumpkin Carve is open to all artists from the acclaimed to the amateur, from sculptor to culinary artist.

The success of the exhibition depends upon the creativity and workmanship of the pumpkins on display. As such, carvers will be selected by the Hopewell Valley Arts Council from the submitted carver registrations based upon their proven artistic skill and craftsmanship in some aspect of the arts, or through photos demonstrating their pumpkin carving or other relevant skills.

- **Honorarium**

An honorarium of \$250 will be paid to each selected individual or team who executes a design suitable for display. The honorariums will be paid one week after the conclusion of the Pumpkin Carve.

- **Prizes & Judging**

A total prize pool of \$750 will be split among various awards decided by a panel of impartial judges based on criteria such as workmanship, originality and creativity. There will be no distinction between amateur and professional carvers this year. Awards are limited to one per pumpkin. Specific award categories will be announced at a later date.

Judging will take place on Weds., Oct. 5 through Thurs., Oct. 6 and will take into consideration the pumpkin's design during daylight and also during evening hours when the pumpkins are lit. Award winners will be posted at the Carve and on [www.hvartscouncil.org](http://www.hvartscouncil.org) prior to the public opening on Friday, Oct. 7.

- **The Pumpkins**

The pumpkins will be a native variety and are being grown by a farming family in Lancaster, PA. They will be approximately 36" in diameter and weigh 100 to 150 pounds, depending upon growing conditions this summer.

- **Carving Logistics**

Each pumpkin will be staged on two abutting hay bales and must be carved in place on Wednesday, Oct. 5. Carving may start at 10:00 am and can continue through 8:30 pm. This will allow carvers to "fine-tune" their lit pumpkins during darker evening hours.

### **Carver Registration**

Registration information can be found online at [www.hvartscouncil.org](http://www.hvartscouncil.org). Registration forms can also be printed and mailed to: Hopewell Valley Arts Council, P.O. Box 145, Hopewell NJ 08525.

If carving spots are still available, registrations will be accepted until September 18, 2016. Please note that the number of pumpkins is limited, so early registration is encouraged to ensure consideration. Registration requires a submission of all requested information with photos or website links showing your relevant work. Optional sketches or photos of your proposed pumpkin design ideas may be submitted, but are not required.

If you need more information about this *Call For Artists* or the registration process, please email the Hopewell Valley Arts Council at: [pumpkins@hvartscouncil.org](mailto:pumpkins@hvartscouncil.org).