

A Word From Our 2010 ART CHAIR



Greetings Artists, Patrons and Collectors.

Works of Heart, the Triangle's premiere charity art auction against AIDS, turns twenty this year and I am writing to invite you to be a part of this milestone event. Every fall, artists and collectors gather at the Progress Energy Center for Performing Arts in downtown Raleigh to raise money for the thousands of North Carolinians living right here in our community with HIV and AIDS. Since its inception, **Works of Heart** has raised over \$1,000,000 and demonstrated again and again the amazing generosity of artists, volunteers and buyers. Whether you are a first-time contributor or a long-time partner, please join us in making this 20th Anniversary event a grand success.

Great art draws the attention and donations of smart and generous buyers. In order to encourage artists, galleries and collectors to donate their best work, each year we put together a jury of notable art professionals to choose the works for the live auction. I am proud to announce that the 2010 jurors include Gerald Bolas, Edie Carpenter and Charlotte Fitz. The jury will also give awards for Best in Show and Runner Up. The **Best in Show** artist has the prestigious honor of being the *Works of Heart Signature Artist* for the 2011 Auction. For our 20th Anniversary, the Signature Artist is Joyce Watkins King.

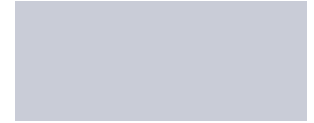
A full listing of artist benefits is included in this packet, along with the information you will need to make donating your artwork simple and rewarding. It highlights important dates, explains our process and details how the story of each piece will be shared.

Be a part of this historic 20th Anniversary **Works of Heart**. Your artwork will be seen by the region's leading art patrons; and along with your generous donations, together we can continue to serve those in need. On behalf of the staff, volunteers, Board of Directors, and clients of the Alliance of AIDS Services - Carolina, thank you for your support.

Sincerely,

Adam Cave
Chair, Art Committee

2010 Jury



This year's distinguished panel of jurors include:

Gerald D. Bolas (Jerry) is currently serving as the Public Art Coordinator for the Raleigh Arts Commission. From 1994–2006, Jerry was the Director of the Ackland Art Museum, and Adjunct Professor of Art History at UNC-Chapel Hill. He has previously been the Director for the Portland Art Museum and the Mildred Lane Kemper Art Museum at Washington University in St. Louis, as well as the Assistant to the Director at the Yale University Art Gallery. Most recently Jerry has worked with Cary Visual Art, the Arts Council of Winston-Salem/Forsyth County and the Southeastern Center for Contemporary Art (SECCA) in Winston-Salem. He has a PhD in Art History from City University of New York, as well as a MA in Art History and a BA in English, both from University of California at Santa Barbara.

Edie Carpenter is the Director of Curatorial and Artistic Programs at the Green Hill Center for North Carolina Art in Greensboro. Edie holds a BA in Art History from Barnard College at Columbia University in New York, and a MA in Museum Studies and New Media from Université de Lyon III in Lyon, France. Although a native of North Carolina, she spent close to two decades in France and Germany working for galleries, lecturing and teaching at the University of Lyon. Edie has recently served on selection committees for public art projects for the University of North Carolina, Chapel Hill and the North Carolina Arts Council visual artist fellowships, among others.

Charlotte Fitz is the Executive Director of the Greenville Museum of Art. She first joined the museum in 2007 as both an Interim Director and as the museum's Education Director, which allowed her to draw on her experience as an elementary and high school art teacher. Prior to the museum, Charlotte worked in Chapel Hill as a rare book appraiser. Along with her strong background in art education, Charlotte is an artist herself with a focus on ceramic sculpture and pottery. She holds both a MAT in Arts Education and a BFA in Ceramic Design from East Carolina University, as well as a BA in English from Guilford College and a North Carolina Teaching Certification.

Artists' Benefits

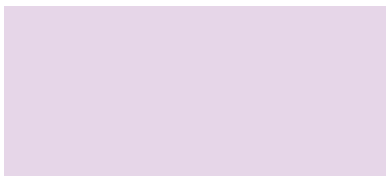


The partnership of The Alliance of AIDS Services-Carolina (AAS-C), its volunteers, financial and gallery partners, and YOU – our contributing artists – allows Works of Heart to continue to grow as the region's premiere charity art auction.

Participating in Works of Heart offers contributing artists a world of benefits.

- **Designation as the "2011 Signature Artist"** spotlights one artist, and their contribution and work through a coordinated branding campaign in advance of the auction. The annually appointed 2012 Signature Artist will be the "Best in Show" recipient of the 2011 live auction.
- **The Live Auction showcases 45 pieces** under the direction of one of the area's most respected auctioneers.
- All works donated to the auction will be viewed by **a panel of three jurors** for possible inclusion in the live auction.
- Works of Heart **limits the number of entries in the Silent Auction**, making this event competitive and prestigious.
- The Works of Heart event website is a beautiful piece of art in itself; it's interactive, informative and includes FLASH graphics. By auction weekend, **all artwork is photographed and loaded onto the website for pre-event viewing** by our audience.
- The websites of all participating Works of Heart **artists will be linked from the event website**, which will increase YOUR visibility and provide a broader view of YOUR work.
- **News & Updates from the region's art community and the auction's supporters** are visible throughout the event website.
- **Pre-event marketing** includes local print, magazine, radio and television.
- **A professionally produced catalog** lists each contribution descriptively and photographically.
- **The late summer Kick-Off Party**, as well as the **Friday Reception at the Progress Energy Center for Performing Arts** in downtown Raleigh on the evening prior to the auction, give artists **excellent opportunities to meet sponsors, gallery owners and prospective buyers**.
- **The free Public Preview** on the morning of the auction opens the art displays to the public and school groups prior to the official opening of the auction.
- **AAS-C will share information** on the sales price, along with the name and address of the buyer for YOUR contribution (with the buyer's consent).
- **The exciting format of the Live and Silent Auctions** maintains and enhances audience enthusiasm and participation – right until the last piece of artwork is announced "SOLD!"

2010 Important Dates



SUNDAY, AUGUST 8, 2010

Kick Off Party
5:00 p.m. – 8:00 p.m.

Flanders Gallery
302 S. West St.
Raleigh, NC

FRIDAY, AUGUST 27, 2010

**Deadline for
Jury Consideration**

MONDAY, AUGUST 30, 2010

Jury Date

FRIDAY, SEPTEMBER 8, 2010

**Deadline for
Catalog Listing**

FRIDAY, OCTOBER 8, 2010

Friday Reception
7:00 p.m. – 10:00 p.m.

 **Progress Energy**
Center for the Performing Arts
AJ Fletcher Opera Theater

SATURDAY, OCTOBER 9, 2010

**20th ANNUAL
WORKS OF HEART**

6:00 p.m. – 10:00 p.m.

 **Progress Energy**
Center for the Performing Arts

AJ Fletcher Opera Theater

Free Public Preview
11:00 a.m. – 4:00 p.m.

Silent Auction
6:00 p.m. – 7:45 p.m.

Live Auction
8:00 p.m. – 10:00 p.m.

THE 20TH ANNUAL

WORKS OF HEART



THE TRIANGLE'S
ART AUCTION AGAINST AIDS

Saturday, October 8 - 9, 2010
A.J. Fletcher Opera Theater
Progress Energy Center for the Performing Arts
Raleigh, NC

Art Registration Form

Please complete this form, or attach additional documentation to provide us all requested information. The information you provide about the artwork and its creator enables us to better promote the artist and their work as well as maximize the financial returns for our cause. Artwork should be "ready to show" - wired and ready for display. If you have a digital image of the contribution please submit that file to us via e-mail at art@worksofheart.org. Artwork should be delivered to the Alliance of AIDS Services - Carolina, 324 S. Harrington Street, Raleigh NC 27603 (Tel. 919-834-2437, Fax 919-834-3404).

Important Dates

**Friday, August 27, 2010 - Deadline for artwork to be included in Live Auction Jurying.*

**Wednesday, September 8, 2010 - Deadline for guaranteed art listing and photo inclusion in Auction Catalog.*

Contributor's Name

Address

City

State

Zip Code

Telephone

E-mail Address

Artist's Name (if different from Contributor)

Web site

Est. Retail Value

Title of Artwork

Medium

- Oil
 Acrylic
 Watercolor
 Other:

- Charcoal
 Pencil
 Photograph

- Ceramics
 Jewelry
 Mixed Media

Framing

- Framed
 Unframed
 N/A

Size

Width _____

Height _____

Narrative Description of Artwork

(Information about the subject, unusual processes used, etc.)

Information About the Artist

Works of Heart is a private fund raising event benefiting The Alliance of AIDS Services - Carolina (AAS-C). All contributions to Works of Heart are subject to review and may be returned to the contributor prior to sale due to space limitations, valuation, special handling or logistic concerns, and subject matter contrary to the stated mission statement of AAS-C. Such recommendations will be made by the Art Chair with the concurrence of the Event Chair.