



COMMISSIONERS:
COREY D. O'BRIEN • JIM WANSACZ • PATRICK M. O'MALLEY



The Peach Music Festival Call for Artists

Live Nation and Toyota Pavilion at Montage Mountain, in partnership with the Lackawanna County Arts and Culture Department, is seeking sculptures to display at the First Annual Peach Music Festival presented by the Allman Brothers Band to be held August 10-12 at Toyota Pavilion and Snö Cove Water Park Water Park. The goal is to beautify the grounds creating a welcoming atmosphere for guests from around the world and more closely align the festival with the community through local arts. The three day festival which takes place August 10-12 will host 12,000 people per day with over 4,000 of those making use of the campground.

Ten Artists will be selected to have their sculptures on display for a temporary exhibit on the festival grounds. Sculptures may have already been built or may be designed specifically for the festival. Artists will be responsible for transporting sculptures or sculpture materials to the Festival Grounds for installation on August 8 and 9.

- ELIGIBILITY:** Artists must be 18 years or older. Preference will be given to artists residing in Lackawanna and Luzerne Counties.
- SUBMISSION FORMAT:** Email submission only. Up to 3 quality jpeg(s) 300 dpi of artwork and PDF of written description and budget with file name: *yourlastnamesculpture.pdf*
- EMAIL SUBMISSION TO:** tylerwilliamson@livenation.com
- DEADLINE:** Monday, July 23, 2012 (up to 11:59 pm; at midnight competition closes)
- AWARDS:** 3 Day Peach Music Festival tickets given to chosen artists and a \$500 cash to artist sculpture selected as grand prize winner through open-juried competition.
- Applicants will be notified by Aug. 1, 2012
- SET-UP:** Selected artists will have Wed. Aug. 8 & Thurs. Aug. 9 to install sculptures.
- CONTACT PERSON:** Tyler Williamson
tylerwilliamson@livenation.com
- FESTIVAL LINK:** <http://www.thepeachmusicfestival.com/>



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APPLICATION INFORMATION

Review design specifications thoroughly and submit the following:

A.) Art Work: Sculptures able to with stand outdoor conditions for at least one week. Artist may submit completed sculptures or designs to built for the festival. But designs will be judged on how well they reflect the festival. (See specifications) Design renderings or photos must indicate material(s), color(s) and dimensions. Names should not appear on artwork submission but only in Applicant info. Artists may submit up to three high quality (300dpi) jpegs of sculpture.

B.) Applicant Info. and written description: One to two pages, 12 pt. font, written description including:

- 1) Name
- 2) Address
- 3) If part of a team, please list additional member name(s)
- 4) Phone number
- 5) Email address
- 6) Web site (if applicable)
- 7) Where you learned of this opportunity
- 8) Title of work (if applicable)
- 9) A description of your concept and approach to the design

C.) One page resume or bio including relevant experience.

DESIGN SPECIFICATIONS

- Sculptures must be able to withstand the outdoor elements
- Sculptures may be ground or hanging. Artist must install but Live Nation can provide assistance
- Designs should reflect the nature of the Peach Music Festival (think Allman Brothers music, camping, music and free-spiritedness)
- Designs should reflect Lackawanna County landscape and nature
- Use of recycled or environmental materials is encouraged
- Designs should be unique and creative; something that will inspire, enliven the festival grounds

DESIGN SELECTION AND INSTALLATION

All designs will be reviewed by a panel. Designs will be judged on uniqueness, interpretation of themes, creativity and durability. Artists will be notified by Aug.1 and 10 artists will be selected to have their sculptures on display at the Festival. Selected artists will receive passes to the Peach Festival and the opportunity to sell art work in a special artists tent during the Festival. A grand prize of \$500 cash will be awarded for the best sculpture. This will be selected by a group of judges during the festival. Artists may install work on Wednesday August 8 and Thursday August 9. Designs must be taken down by Monday, August 13, 2012.



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About Live Nation

Live Nation Entertainment is the world's leading live entertainment and eCommerce company, comprised of four market leaders: Ticketmaster.com, Live Nation Concerts, Front Line Management Group and Live Nation Network. Ticketmaster.com is the global event ticketing leader and one of the world's top five eCommerce sites, with over 26 million monthly unique visitors. Live Nation Concerts produces over 20,000 shows annually for more than 2,000 artists globally. Front Line is the world's top artist management company, representing over 250 artists. These businesses power Live Nation Network, the leading provider of entertainment marketing solutions, enabling over 800 advertisers to tap into the 200 million consumers Live Nation delivers annually through its live event and digital platforms. For additional information, visit www.livenation.com/investors.

About the Lackawanna County Arts and Culture Department

The mission of the Arts and Culture Department is to engage the residents of Lackawanna County in arts and culture. This is accomplished through funding collected by an education and culture fee implemented in 2004 and the funds go to supporting arts and culture organizations, artists, providing free arts programming, partnering with local organization on arts and culture events and providing free workshops and grants for individual artists. For more information on the department, contact Deputy Director of Arts and Culture Maureen McGuigan, at 570.963.6590 x102 or m McGuigan@lackawannacounty.org.