HORTICULTURAL HEROES
APPLICATION GUIDELINES

Mission Statement

The Horticultural Heroes Exhibition will present portraits by New England area artists in a variety of media. The portrait subjects will be both well-known and unsung leaders in the plant world. This exhibit will strengthen and sustain Tower Hill Botanic Garden’s ties with the regional community, providing a venue to showcase local artistic talent, support local individuals from diverse backgrounds, and foster creative expression in our visitors.

Exhibit Overview

• 20 Commissioned portraits of horticultural heroes in any two-dimensional medium
• $150 commission per portrait
• Important Dates
  o November 30th, 2018 Applications Due
  o December 14th, 2018 Artists Notified
  o December 30th, 2018 Artist Agreements Due
  o February 5th, 2019 Artwork Delivered to Tower Hill Botanic Garden
    Interpretive Content Due
  o March 4th, 2019 Exhibit Installation
  o March 5th, 2019 Exhibit Opens
  o March 9th, 2019 Artist Reception 1pm – 3pm
  o May 12th, 2019 Exhibit Closes

• Horticultural Heroes
  1. Rachel Carson
  2. Wangari Muta Matthai
  3. George Washington Carver
  4. John Chapman
  5. Pearl Fryar
  6. Cynthia Westcott
  8. Katie Stagliano
  9. Natasha Bowens
  10. Marjorie Stoneman Douglas
  11. Marian Coffin
Guidelines

Entries for the Horticultural Heroes exhibition will be selected by an internal curatorial committee. THBG invites artists living or working in New England to submit applications. Entries can be submitted by people from all walks of life, including but not limited to, students, artists, and designers. Due to space limitations, only work that can be hung on the gallery’s rod and hook system and does not exceed 15 pounds is eligible.

Tower Hill is dedicated to building an exhibition that is enriched and enhanced by diversity along a number of dimensions, including race, ethnicity and national origins, gender and gender identity, sexuality, class and religion. We are especially committed to increasing the representation of those populations that have been historically excluded from participation in museums and public gardens.

Application

The Horticultural Heroes Exhibition will run from March 5th, 2019 to May 12th, 2019. Applications for the exhibit will be accepted until November 30th, 2018. Applications and digital images must be emailed to art@towerhillbg.org. No slides or printed photographs will be accepted. The THBG Exhibition Committee will review all submissions and make selections for the Horticultural Heroes Exhibition by December 14th, 2018. Submitting an application does not guarantee being selected for the exhibition and THBG reserves the right to decline any application.

The application should consist of:

- One page describing your interest in the exhibition and intended approach for the portrait including the medium and size of your proposed piece
- Resume or CV
- Minimum of 10 (maximum of 20) representative images of your work
If Selected

• Picking a hero
  Choose your top three heroes from the list of 20 above. You will be notified by December 14th as to which hero you will depict for the exhibition. If you feel strongly about which hero you would like to portray, please write a short explanation of why your choice is meaningful for you.

• Agreement
  An Art Exhibit Agreement will be emailed to you, which must be completed and returned by December 30th.

• Payment
  Artists will be paid $150 for their artwork. This will be paid within one month of the installation date.

• Delivery
  The artist is responsible for delivering the artwork one month before the installation date. No financial assistance is available for transportation or shipping.

• Installation
  All artwork must be ready to hang with Tower Hill’s hanging system upon delivery. A steel bar hanging system with self-locking hooks is installed in the exhibition space for hanging work. THBG does not accept 3-dimensional work at this time. No additional hardware, fixtures, signs or labels of any kind may be attached to the display walls without Tower Hill approval. Portraits may not be changed or altered during the exhibition. THBG reserves the right to move or remove artworks in the exhibition on the installation date. THBG will provide a staff person and volunteer to install the exhibit.

• Interpretation
  THBG is responsible for printing all labels and interpretation. Information for labels must be submitted at least one month prior to the exhibit installation date. This information includes:
    o Artist Bio (at least 100 words)
    o Artist Photo
    o Statement of Intent (at least 200 words)

• Programs
  Artists are encouraged to participate in a lecture or demonstration during the show. This will be arranged between the artists and the THBG staff. There will be an exhibit opening Saturday, March 9th, 1pm – 3pm and all artists are encouraged to attend.
• Marketing
  The exhibition will be published on THBG website, social media, and quarterly bulletin.