

October 15, 2009

For immediate release

## Green Hill Center for NC Art's 30<sup>th</sup> Annual Winter Show

**When:** Sunday, December 6, 2009, to Friday, January 15, 2010

**Where:** Greensboro Cultural Center, 200 N. Davie St., Greensboro, NC 27401

**Who:** Edie Carpenter, Phone: (336) 333-7460, ext. 105, Email:

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**Summary/Event Listing:** Green Hill Center for NC Art presents its 30<sup>th</sup> **Winter Show** on December 6–January 15, featuring 150 artists from all over the state in the largest annual, juried sale of N.C. art and crafts. Artists have paid special attention to the pricing to foster Green Hill's program of encouraging young and first-time collectors. Prices start at \$50. Gallery located at 200 N. Davie Street, downtown Greensboro.

Greensboro, N.C.: Connecting North Carolina's most talented and creative artists with the state's most enthusiastic art lovers, the Green Hill Center for NC Art presents its 30<sup>th</sup> annual **Winter Show** on December 6 through January 15. Featuring 500-plus works for purchase from more than 150 artists from Penland to Pamlico, it is easily the largest and finest juried exhibition and sale of North Carolina art and crafts in the state. Paintings, sculpture, photography, jewelry, woodwork, fabric and fiber works, and ceramics are presented in an articulated installation in which hundreds of artworks in multiple mediums may be viewed in a harmonious ensemble.

This year, in keeping with its mission of reaching out to art lovers of all ages and all budgets, the gallery has requested artists to pay special attention to the pricing of their work in an effort to support and foster Green Hill's **First Works** program. Under this program, the gallery is focusing on young and/or first-time collectors. Curator Edie Carpenter assures that the selection of works in the Winter Show are priced to fit any budget, from \$50 - \$10,000 with plenty of pieces under \$500. The **First Works** program will connect would-be collectors to emerging artists during Saturday shows and gatherings. It will also include informal one-on-one sessions aimed at helping art lovers take the first steps toward starting their own art collection.

"We want everyone to become a collector, no matter what their budget or what the economy is doing," Carpenter says. "I've bought a lot of things that I later regretted buying,

but not one of them has been a work of art. If you have less money, as many of us do right now, why not invest it in something unique and handmade, something that's one of a kind, and something that will increase in value."

In fact, you can make a good argument for buying art during, and just after, a recession, Carpenter says. Artists are more likely to "value-price" their work and some critics say that the best art is created during hard times. "The great artists of abstract expressionism, such as Jackson Pollock and Arshile Gorky, were young during the great depression," Jonathan Jones, a British art critic, told the *Guardian* newspaper earlier this year, "and that had a great influence in giving their work emotional depth." Jones went on to say that British artists thrived creatively during the recession of the late 1980s and early '90s. "You could argue that their best work came during that period of recession," he said.

Carpenter is not sure she is in complete agreement, but she is certain that, as in previous shows, Green Hill art buyers and collectors, whether veteran or newbies, will take home some art created by rising stars. "Artists who have exhibited in past shows include Maud Gatewood, Bert Carpenter, Richard Fennell, Andrew Martin and Beverly McIver, iconic names in the art world. I dare say that some of their work sold here for less than a couple hundred dollars," she says. "But that's not the real point. The joy and excitement that it has generated over the years is, as the tired old adage goes, simply priceless."

## **Events During Winter Show:**

### **First Choice**

Thursday, December 3, 5:00 - 7:00 pm

First Choice collectors have the first opportunity to purchase artwork in advance of Collector's Choice. Join at one of the three levels below and receive a full art credit as well as free tickets to Collector's Choice. A First Choice art credit can be used for art purchases at Green Hill Center until June 30, 2010. Portions unused by July 1, 2010 are credited as a fully tax-deductible donation to Green Hill Center.

**Collector's Choice Gala, Saturday, December 5<sup>th</sup>, 7-11 pm:** *Winter Show* opens with one of Greensboro's most popular holiday season events: the Collector's Choice Gala. The Gala provides a rare opportunity to become engaged with the best art North Carolina has to offer.

Participants have an advance opportunity to purchase pieces in the ***Winter Show*** exhibition before they are available to the public and to meet and mix with exhibiting

artists over food and wine. They may also vote for their preferred artist who will receive a cash prize and the Collector's Choice Artist Award designated at the end of the evening. **All art purchases at Collector's Choice are tax free.** Art sales as well as ticket sales and name sponsorships for Collector's Choice support Green Hill throughout the year, providing funding for exhibitions and educational programs for children and adults.

**Winter Show Viewing & Sale: December 6<sup>th</sup> to January 15, 2010:** Green Hill's *Winter Show* exhibition brings together over 150 artists each year from across North Carolina and constitutes a comprehensive survey of the finest art and crafts being produced in the state. Gallery hours are Tuesday to Saturday 10 am to 5 pm, Wednesday 10 am to 7 pm, and Sunday 2 to 5 pm. A suggested donation of \$5 is requested for admission into the gallery.

**Winter Show Public Opening, December 6<sup>th</sup>, 2 – 5 pm:** Winter Show and ArtQuest will be open free to the public. Families and visitors can savor hot mulled cider and cookies, then view the exhibition or work on holiday crafts projects.

**First Works Tour, Saturday, December 12 at 3 pm:** Winter Show Curator will give new collectors a tour of works on exhibit priced to fit any budget and discuss choosing an area of focus for assembling a collection. Visitors will meet two emerging artists in the exhibition who will speak about their work over light refreshments.

**Last Minute Shopping, Saturday, December 19 at 3 pm:** Green Hill staff will be on hand to direct you to unique hand-made works. Complimentary gift-wrapping available.

**First Works Cocktail, Saturday, January 9 at 4 pm:** Collectors will discuss their passion and interest in collecting art.

**Special Hotel Offer, Winter Art Show Package, O.Henry Hotel & Proximity Hotel:** Make your visit to the Winter Show a grand getaway by staying at the nearby AAA Four Diamond O.Henry Hotel or Proximity Hotel! To celebrate this great showcase of North Carolina art, both hotels have a special "Winter Art Show Package" with one night's accommodation and a \$50 Green Hill Center Gift Certificate for only \$199. While you are in town, catch a play at Triad Stage, a concert at the historic Carolina Theatre, or shop downtown or at the Friendly Center. For the Winter Show Collectors Choice Gala on December 5, transportation will be provided to and from the big event. Not available on December 31. For more information about the hotels, go to [www.ohenryhotel.com](http://www.ohenryhotel.com) or [www.proximityhotel.com](http://www.proximityhotel.com).

## **More about Green Hill**

The Green Hill Center for NC Art is located at 200 N. Davie Street in the Greensboro Cultural Center in downtown Greensboro across from Center City Park. With a mission to represent and promote North Carolina artists, the Green Hill Center has been a Greensboro institution for more than 35 years. Green Hill houses over 7,000 square feet of

gallery space, a sales shop, and ArtQuest, a giant, hands-on art studio for children and families. For more information, call (336) 333-7460 or visit [www.greenhillcenter.org](http://www.greenhillcenter.org).

The Green Hill Center receives support from the United Arts Council of Greater Greensboro and the N.C. Arts Council (an agency funded by the state of North Carolina and the National Endowment for the Arts), private foundations, membership, individual and corporate donations, earned income, and the City of Greensboro.