

Staehly Farm Winery – Gillette Castle 100 Year Commemorative Label Competition

Calling all artists: To celebrate the 100th Anniversary of the completion of Seventh Sister Castle (what we now call Gillette Castle), we are proud to be offering a unique wine crafted from fruit grown in the Castle's neighborhood. Our 2018 harvest Apple Wine will feature a label that captures the spirit of Gillette Castle and William Gillette's contributions to American culture. This exciting opportunity offers artists the chance to have their label design featured on our wine bottles for a limited release!

We are accepting submissions for our Gillette Castle 100 Year Commemorative Label through March 1st, 2019. If you are an artist over the age of 18 and want to submit a label design, please read through our [SUBMISSION GUIDELINES](#) and [RULES](#) and then email your artwork to staehlys@att.net.

We encourage you to focus on creating a wine label submission which features the legacy of William Gillette and his Castle. Forcing a wine theme or vineyard motif is highly discouraged. We feel the wine will speak for itself: The label is about the artist and the subject matter. We encourage you to visit a wine store to explore and study various wine labels for some motivation or idea starters.

Entry deadline is 11:59 PM EST on March 1st, 2019.

All artwork should fit on a 6.5 inch wide by 4 inch high label and must be submitted as .TIF, .JPG or .PDF format at 300dpi.

This contest is open to all media and forms of art including, but not limited to: painting; performing arts; film; sculpture; photography; conceptual art; ceramics; architecture; video art. If your craft or medium is not listed here, please submit anyway. It is up to the artist to convey a rendering of their project onto a wine label. It is not required, but we encourage you to incorporate the Staehly Farm Winery logo into your label design. It is available by request at staehlys@att.net.

Criteria for judging labels will be based on the aesthetics and reproducibility of the label submission. Staehly Farm Winery and any of its appointed agents will have final determination of the winning entrant.

SUBMISSION GUIDELINES

We recommend artwork fitting on a 6.5 x 4 (width x height) inch label. Artwork must be submitted as .TIF, .JPG or .PDF format at 300dpi.

Send submissions to staehlys@att.net.

All labels **MUST**, by federal law, incorporate the following statements. Submissions that do not include the information listed in points 1 through 5 below will be disqualified.

1-

GOVERNMENT WARNING:

(1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

2-

Produced and bottled by:
Staehly Farm Winery
East Haddam, Connecticut

3-

750 mL

4-

An Apple Wine

5-

12% Alcohol by Volume

RULES

Winning artist must be 18 years or over as of January 1, 2019.

The winning artist will be required to assign copyright of their submitted label art work and final produced label to Staehly Farm Winery. As a condition of entry into the label contest the artist and their representatives agree Staehly Farm Winery may unconditionally reproduce any exhibited works through Staehly Farm Winery, label submissions, final label productions, and associations of Staehly Farm Winery with the artist's benefiting project, free of charge, for the purposes of merchandise, promotion, marketing, education, in all media worldwide including but not limited to Staehly Farm Winery wine bottles and packaging, retail marketing, internet, television and all video, posters, mailers, postcards, prints, print publications, artwork may be displayed and/or broadcast for any purpose in any and all media now known or hereafter developed throughout the world, without limitation as to the duration or frequency of use and may license these rights to others for the same or similar purposes.

Stahly Farm Winery reserves the right to determine the winner and award the prize at its own discretion and without explanation.

Entry deadline is 11:59 PM EST on March 1st, 2019.

There is no limit to the number of label submissions per person (please make multiple submissions unique).

The decision of the judges is final, and no appeals, correspondences, or disputes may be made.

The original work of your label submission will be property of Stahly Farm Winery and may be displayed or auctioned/sold at a later time to raise funding for future artists or to benefit the Friends of Gillette Castle group or its successors and affiliates in compliance with State Law.

Applicants will be notified of the winner via email through the email address used for submission.

PRIZE AND AWARD

The winning label design will be featured on a specially released wine with the winning artist granted a certificate redeemable for a case of wine featuring their design. For entrants under the age of 21, a \$300 scholarship will be awarded in lieu of any alcohol-related paraphernalia.

The winning artist will have their label and work featured at a special Stahly Farm Winery event during the year and may also be featured at other winery and local events.

Labelling is dependent on approval by Federal and State agencies. The certificate for wine will be awarded once the label has been approved and the product completed. In the event that such label entry fails to meet approval, the artist will be required to assist in modifying the label to meet the requirements. In the event that the label is unable to be approved, or for any other circumstances that prohibit the “commemorative wine” final product from being produced, the winner will be given the default prize of \$300 no later than March 1st, 2020.

Due to interstate shipping regulations, winners outside of the State of Connecticut will receive the default prize of \$300 unless provisions are made for them to pick up their certificate for a case of wine in person.

FAQ AND ADVICE

What if my label design concept does not work on a 6.5 by 4 inch label?

Considerations need to be made for how much workable space is available on a wine bottle and for restrictions in our production/labeling equipment and that of our label printers.

6.5 by 4 inches is an ideal size, but minor accommodations can be made within reason. Email us your concept and proposed size and we will do our best to work with you on it, if your concept is selected. We recommend you create a spec design of your label size to see how it might look on a standard wine bottle. Also, we encourage you to examine other wine labels to study how their various sizes work with placement on a bottle.

Is the contest open to faculty of an art school?

Yes, all are welcomed to enter.

Is the contest open to students?

Yes, as long as you meet the age criteria.

Are there any color requirements in the label submission?

All colors are acceptable, but please keep in mind the federal requirements for contrast between the background and text colors for the items that are listed as “mandatory” above.

What does the label image need to represent philosophically?

The label image should represent a rendering or be symbolic of Gillette Castle’s placement on the Connecticut River and evoke the passion that William Gillette possessed for this region. The label and the specially-crafted wine contained within the bottle are to serve as a tribute to the legacy of William Gillette and the Castle which bears his name.

Do I need to worry about putting the wine name, year of the wine (vintage) or any information about the grapes (varietals) on the label?

No. Please just make sure the five statements included in the SUBMISSION GUIDELINES are included.

If you have any more questions please send them to staehlys@att.net.