

TRASHIQUE

PRODUCED BY THE FRESNO ART MUSEUM

Dear Artist,

September 28, 2017

On behalf of the Fresno Art Museum, I am thrilled to invite you to participate in **TRASHIQUE 2018**. This outrageously fun and stylish affair is scheduled for Saturday, February 24, 2018. As in years past, the evening will include art, music, dancing, food, cocktails, and Fresno's most anticipated fashion show of the year, featuring ensembles created by artists out of what most people regard as trash. It has an exciting **NEW** location, the **Signature Flight Support** airplane hangar!

TRASHIQUE 2018 is **THE PRIMARY FUNDRAISER** for the Fresno Art Museum in 2018. Proceeds from the event directly support the stellar exhibitions and programs of FAM. The event will be highly publicized and is expected to sell out. We look forward to making it equally if not more successful than years past!

Please review the following information and let us know if you would like to become a **TRASHIQUE 2018** artist. For reasons of time and logistics, we can only accept the top 48 garments, in the fashion show. The TRASHIQUE Committee will select and contact the artists who made the cut! The Artist Participation Form, along with a Portfolio, is **due no later than Wednesday, October 25, 2017 at 5pm.**

If you'd like to participate as an artist in **TRASHIQUE 2018**, we ask that you:

- **Complete the Artist Participation Form.** Submission can be made via email, mail, or drop-off. Please call the Museum for hours to drop-off your submission.
- **Submit a PORTFOLIO.** We are looking for the "best of the best." Due to the popularity of the event, we can only take a limited number of artists.
- **Attend an informational meeting.** A mandatory meeting for the top artists will be held on Wednesday, November 8, 2017 at 6pm.
- **Begin thinking about your materials.** Look around your house, your friend's house, anywhere really, for interesting materials that might normally be considered trash. Past artists have used everything from plastic bottles and shrink-wrap to campaign buttons, mirrors, scratch-off lottery tickets, and mini-blinds.
- **Design and create a garment.** Express your creativity! The ensemble can be designed and created from head to toe. In addition to the actual garment, you can create accessories (jewelry, handbag, footwear, legwear, headwear). Professional make-up artists and hair stylists will be there to finalize the model's look. This is a mandatory part of the event. Search "Fresno Art Museum Trashique videos" online to get a feel for the event and some of the amazing garments created for previous events. Videos are also on our website, www.fresnoartmuseum.org.

- **Recruit a model.** You are responsible for recruiting your own model. An open “Model Call” will take place at the Fresno Art Museum in November.
- **Your model(s) must attend all rehearsals. No exceptions. Failure to do so will result in both artist and model not participating in the event.**
- **Attend final rehearsals with your model(s) (Thursday, February 22 and Friday, February 23, 2018).** This is to make sure that everything runs smoothly on the night of the big event.
- **Be available all-day Saturday, February 24, 2018.** With 48 models, the hair and make-up artists will need some time to work their magic. We will schedule time slots when we are closer to the event and make it a fun pre-party for everyone.
- **Attend *TRASHIQUE 2018*.** You and your model(s) will receive complimentary admission. There will be no additional complimentary tickets given.
- **Appear with your model(s) during a “Meet and Greet.”**
- **Allow us to exhibit your garment.** The Fresno Art Museum is working on exhibition space to display a number of *TRASHIQUE 2018* garments after the event. More information to come!
- Each participating artist will be listed in the program and will be seated in a special section. We know that you will want your friends and family to attend this special event, but please note that they will have to purchase tickets and won't necessarily be seated with you. (They will still have a great time!)

To participate in *TRASHIQUE 2018*, please complete and fax, email, or mail the enclosed form to:

Fresno Art Museum
 Attn: Tasha Mendoza
 2233 N. First Street
 Fresno, CA 93703
 Fax: (559) 441-4227

Email: specialevents@fresnoartmuseum.org

If you have any questions, please don't hesitate to call Tasha at the Fresno Art Museum at (559) 441-4221 x106.

We hope you will join us in helping to make *TRASHIQUE 2018* another *très chic* success!

Thank you!



Michele Ellis Pracy
 Executive Director & Chief Curator
 Fresno Art Museum



Tasha Mendoza
 Events Manager
 Fresno Art Museum

Artist Participation Form
Due by Wednesday, October 25, 2017 at 5pm

Yes, I would like to participate as an artist in the Fresno Art Museum's **TRASHIQUE 2018** event scheduled for **Saturday, February 24, 2018**. I agree to create a garment for the fashion show using trash.

ARTIST NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE: Work _____ Home _____

Fax _____ Cell _____

E-MAIL _____

PORTFOLIO

Please submit a minimum of 5 (maximum of 8) works of art. This can include photos of your artwork, website, or an online portfolio.

NUMBER OF GARMENTS BEING CREATED FOR **TRASHIQUE 2018** (max. 2) ____

We ask that you choose three categories and indicate your order of preference. We only accept 4 garments per category. We will let you know your category once we receive all participant replies. The sooner you sign up, the better your chances of getting your top pick.

*If you have more than 1 artist creating a garment, each artist must fill out a form and attach them together prior to submission. No more than 2 artists can create 1 garment.

We strongly encourage 1 artist per garment.

Please indicate your preferences (1, 2, or 3) by the categories listed below:

_____ **Marcel Duchamp:** French surrealist, DADA Movement, painter, printmaker, and sculptor. (1887-1968)

_____ **Joan Brown:** American figurative painter, Bay Area. (1938-1990)

_____ **Charles & Ray Eames:** American, mid-century designers, architecture, furniture, paintings (Charles 1907-1978) (Ray 1912-1988)

_____ **Howard Hodgkin:** English painter, printmaker. (1932-2017)

_____ **Paul Klee:** German painter, abstract and figurative. (1879-1940)

_____ **Michelangelo:** Italian Renaissance painter, sculptor, and architect. (1475-1564)

_____ **Claude Monet:** French Impressionist painter. (1840-1926)

_____ **Claes Oldenburg:** Swedish born, Pop Art, sculpture, public art. (1929-)

_____ **Cindy Sherman:** American photographer, conceptual portraits. (1954-)

_____ **Diego Rivera:** Mexican painter, murals. (1886-1957)

_____ **René Lalique:** French glass designer, Art Nouveau movement. (1860-1945)

_____ **Edward Hopper:** American realist painter, printmaker. (1882-1967)

**Please email, mail or drop-off your Artist Participation Form and Portfolio by
Wednesday, October 25, 2017 at 5pm.**

Fresno Art Museum
Attn: Tasha Mendoza
2233 N. First Street
Fresno, CA 93703
Fax: (559) 441-4227

Email: specialevents@fresnoartmuseum.org

Once you are selected for **TRASHIQUE 2018**, you will receive your Model Participation Form. Once received, please begin recruiting a model.