

Dear Friend,

The Rockwell Museum is pleased to announce the **Fourth Annual Gingerbread Invitational** – a fun, artful gingerbread competition with a focus on landmarks and architecture in our beloved region. The Rockwell invites chefs, bakeries, and pastry enthusiasts to enter their innovative design for the chance to be **one of (up to) 13 artists** featured in a special holiday exhibition. In celebration of 125<sup>th</sup> Anniversary of Old City Hall (The Rockwell’s beloved home), we can’t help but marvel not just about the building’s history but its future potential. **This year, the theme of the Gingerbread Invitational is *Fantastical Future* – we invite your application to re-imagine your favorite regional building or structure with a futuristic twist!**

## HOW IT WORKS

- Interested individuals must submit their application, including a design and samples of previous work. Designs must follow all of the size and materials specifications (attached).
- **Up to 13 submissions** will be selected to be featured in *The Gingerbread Invitational*. Each “artist” will then have approximately 1 month to create their design, and drop it off at The Rockwell Museum on the designated date.
- A panel of judges will announce three Judges’ Choice winners, who will be honored at the Gingerbread Invitational Awards Ceremony, to be held November 30, 2018.
- Throughout the exhibition, visitors to The Rockwell will vote on their favorite gingerbread creations – the winner of the *Community Choice Award* will be announced after the exhibition ends.

## PRIZES

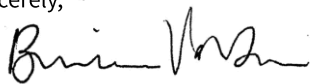
- For 2018, a generous donor has offered \$1000 in cash prizes! Plus, all participants will receive thank-you swag bags from The Rockwell, including Rockwell Museum Store gift cards, gifties, and fabulous ceramic trophies and medallions created by local artist Colleen McCall.
- Judges’ Choice: First Prize - \$500
- Judges’ Choice: Second Prize - \$300
- Judges’ Choice: Third Prize - \$200
- Community Choice Award Winner - \$250

## TIMELINE

<b>Wednesday, October 17, 2018</b>	<i>Gingerbread Invitational</i> application deadline
<b>Friday, October 19, 2018</b>	Artist selection announced
<b>Monday, November 19, 2018</b>	Artists drop off creations to The Rockwell Museum for photography and installation
<b>Friday, November 23, 2018</b>	Exhibition open to the public. Public voting launches!
<b>Friday, November 30, 2018</b>	<i>Gingerbread Invitational Awards Ceremony</i> for artists, public and Rockwell Museum Members
<b>December 1 &amp; 2, 2018</b>	Sparkle and Holiday Open House. Gingerbread-themed games, art activities, shopping, photo opportunities and more.
<b>Monday, December 31, 2018</b>	Final day of exhibition
<b>Wednesday, January 2, 2018</b>	Artists pick up their creations if they wish – others will be discarded.
<b>Friday, January 4, 2019</b>	Community Choice Winner Announced

Enclosed you will find an entry form and rules/specifications sheet. If you have any questions, please contact Brianna VanOsdol at the contact information listed below. We are thrilled to be hosting the fourth annual *Gingerbread Invitational* and look forward to working with you on this exciting project.

Sincerely,



Brianna VanOsdol, Events and Advancement Assistant

**Mail or Scan Entry Form and Submit All Applications and Inquiries to:**

Brianna VanOsdol | The Rockwell Museum | 111 Cedar Street, Corning NY | [vanosdolb@rockwellmuseum.org](mailto:vanosdolb@rockwellmuseum.org)  
Find all details at [Rockwellmuseum.org/gingerbread](http://Rockwellmuseum.org/gingerbread)

THANK YOU FOR YOUR INTEREST! PLEASE READ THESE SPECIFICATIONS CAREFULLY FOR  
THE MOST SUCCESSFUL EXPERIENCE

1. Any structure that fits the theme of "Corning & Surrounding Region Buildings or Landmarks – Fantastical Future" is eligible.
2. The construction must not exceed 20"x20"x20" and must be freestanding. The gingerbreads will be housed underneath plexi-glass vitrines and must adhere to the size requirements in order to fit.
3. The entry must be delivered in completed form attached to a plywood base, not to exceed 20"x20"x20", enabling it to be freestanding. The Rockwell will provide a plywood base to all that request one, though it will need to be picked up from The Rockwell by the participant.
4. Please keep in mind that your creation must last over a month. To aid in that, we've provided a recipe for Royal Icing which is very durable and must be used.
5. Entry must be original - no gingerbread kits allowed. Visible components of the display must be edible.
6. Entry must have major components (such as walls and roofs) constructed of gingerbread (not graham crackers, cookies, etc.) Experience tells us that Jolly Ranchers DO NOT LAST under our hot museum lights. Do not use Jolly Ranchers and similar candies in your display.
7. Electrical outlets will not be provided. Any electric lighting must be battery-operated and be able to last the entirety of the exhibition.
8. All entries will be judged on Originality, Overall Appearance, Choice and Use of Materials and Difficulty of Design.
9. Judging will be held on November 30, followed by the awards ceremony and opening reception. The Rockwell Museum will Award: 1st, 2nd, 3<sup>rd</sup> Judges' Choice Awards at this reception. The Community Choice Award will be voted on throughout the month by Rockwell visitors and be announced in early January.
10. Entries must be picked up on January 2, 2018, between 9:00 am and 4:30 pm. Those not picked up will be discarded, unless other arrangements have been made.
11. The Rockwell Museum reserves the right to discard any houses that fall apart while on display.
12. ***Be creative and have fun!***

Submit your application to the Gingerbread Invitational by Wednesday, October 17, 2018.



GINGERBREAD INVITATIONAL

111 Cedar Street  
Corning, NY 14830  
607-937-5386  
rockwellmuseum.org

**Thank you** for entering *The Fourth Annual Gingerbread Invitational!* If you have any questions regarding the contest entry or rules, please contact Brianna VanOsdol (vanosdolb@rockwellmuseum.org). Registration forms must be returned to the address below, or to one of our email addresses via PDF. The submission deadline is **October 17, 2018.**

**\*\*Please note: Only completed applications will be considered.**

Electronic versions of the forms can be accessed at [www.RockwellMuseum.org/gingerbread](http://www.RockwellMuseum.org/gingerbread)

**Name/Business Name:**

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**Phone:**

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**Address:**

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**E-Mail Address(es):**

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**Names of everyone participating in the making of your gingerbread creation:**

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**Gingerbread Creation Title:**

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**Write a description of your gingerbread creation. Include dimensions, materials, and purpose for choosing your inspiration. Attach additional sheet if necessary.**

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**Please confirm:**

- I have read the rules of the competition. I understand that my gingerbread creation must adhere to all of the specifications, or it will not be eligible for the exhibition.
- I will adhere to the size requirements and use the frosting recipe provided.
- The Rockwell Museum reserves the right to photograph and use photographs of all entries and participants for advertising and promotional purposes. Competition entry constitutes participant's consent to use their name for editorial advertising and publicity purposes. The Rockwell Museum is not responsible for any loss or damage.
- I have attached a sketch of my design.

**Signature:**

**Date:**