

THE CUVÉE HELLTOWN PROJECT



SINCE 1914 AND 1934 RESPECTIVELY, PAAM AND PERRY'S HAVE LED THEIR FIELDS IN PROVINCETOWN; PROMOTING & NURTURING THE FINE ARTS AND CELEBRATING FINE WINE & THE BEST OF PROVINCETOWN LIVING.

IN THE FALL OF 2019, WE ARE EXCITED TO ANNOUNCE A NEW PARTNERSHIP, THE CUVÉE HELLTOWN PROJECT, A TRUE MARRIAGE OF FINE ART & FINE WINE AT THE END OF CAPE COD.

WE ARE LOOKING FOR AN INCREDIBLE ARTIST TO CREATE AN EXTRAORDINARY PIECE OF ART, THAT EPITOMIZES THE MAGIC OF SUMMER IN PROVINCETOWN. THIS ARTWORK WILL BE FEATURED ON THE FRONT LABEL OF CUVÉE HELLTOWN, A STUNNING ROSÉ WINE SPECIALLY SELECTED BY PERRY'S FOR SUMMER 2020.

TO CELEBRATE AND FURTHER STRENGTHEN THE WORK THAT PAAM DOES TO NURTURE ART AND ARTISTS ON THE CAPE, AND HERE IN PROVINCETOWN, AMERICA'S OLDEST CONTINUOUS ARTIST COLONY, PERRY'S WILL GIVE A \$1000 PRIZE TO THE ARTIST OF THE WINNING DESIGN AND DONATE \$1 FROM EVERY BOTTLE SOLD OVER SUMMER 2020 TO PAAM.

CUVÉE HELLTOWN PROJECT- INFORMATION FOR ARTISTS

> BRIEF:

CREATE A BEAUTIFUL, CONTEMPORARY ARTWORK THAT EPITOMIZES THE MAGIC OF SUMMER IN PROVINCETOWN. THIS WILL BE FEATURED ON THE FRONT LABEL OF THE CUVÉE HELLTOWN ROSÉ BOTTLE AND OTHER SELECTED PRINT ASSETS (SEE SLIDES ON DESIGN CONSIDERATIONS AND BACK OF PACK COPY TO HELP INFORM ARTWORK & DESIGN PROCESS).

> CONDITIONS, TIMINGS AND SUBMISSION

THE PROJECT IS OPEN TO ARTISTS WHO ARE CURRENT MEMBERS OF PAAM ON THE 13TH DECEMBER 2019.

THE DEADLINE FOR SUBMISSIONS TO ARRIVE IS 5PM ON THE 13TH DECEMBER 2019.

PLEASE SUBMIT YOUR ORIGINAL ARTWORK TO CHRIS MCCARTHY, PAAM, 460 COMMERCIAL ST, PROVINCETOWN, MA02657

> JUDGING & PRIZE

THE PRIZE FOR THE WINNING ENTRY WILL BE \$1000 PAID TO THE WINNING ARTIST. THE WINNER WILL BE ANNOUNCED BY THE 24TH DECEMBER.

SUBMISSIONS WILL BE JUDGED AND THE WINNER PICKED BY THE FOLLOWING PANEL:

CHRIS MCCARTHY, CEO OF PAAM
VICKY TOMAYKO
BERT YARBOROUGH
CHARLIE GREENER & BILLY MARSHALL, OWNERS OF PERRY'S

> QUESTIONS OR INQUIRIES

PLEASE CONTACT CHARLIE GREENER: CHARLIE@PTOWNPERRYS.COM

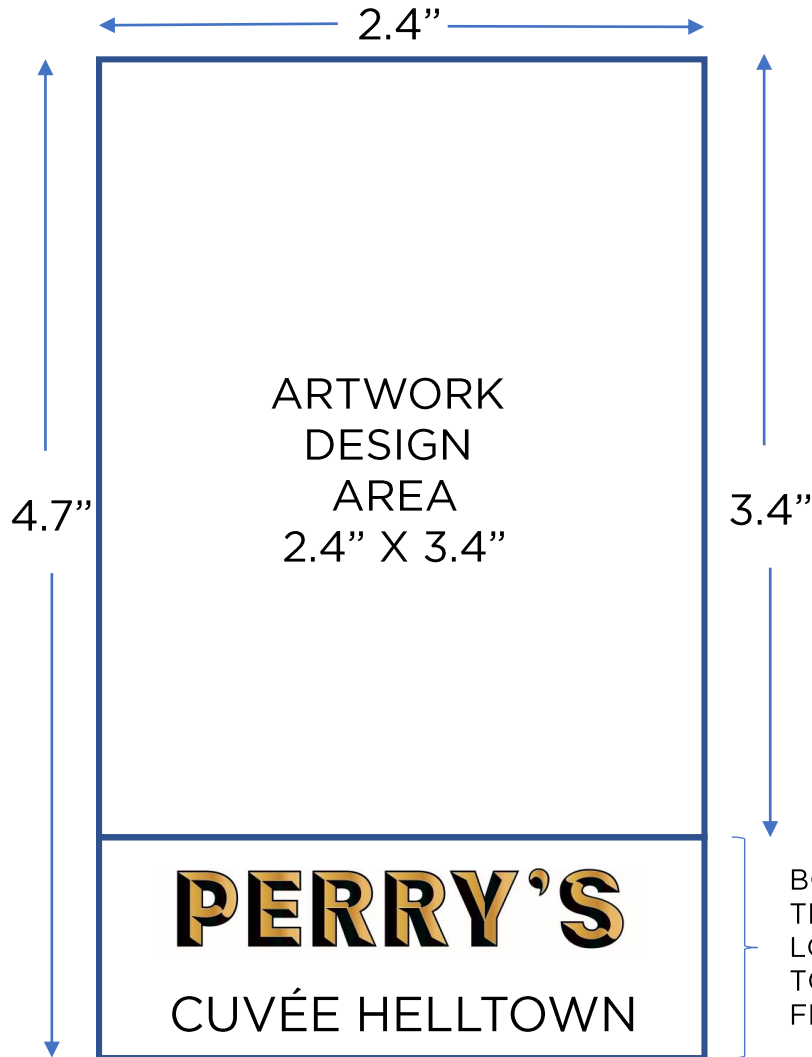


DESIGN CONSIDERATIONS: SEE BELOW A FEW POINTS TO HELP YOU IN THE DESIGN PROCESS:

1. FLEXIBILITY

Whilst the majority of the reproduction of the artwork will be on a portrait wine label, we want to have some level of flexibility to use it on other touchpoints that might be landscape or in different dimensions (think post cards, posters or tote bags). Please keep in mind during the design process.

2. LABEL DIMENSIONS



NOT TO SCALE- FOR ILLUSTRATIVE PURPOSES ONLY

BOTTOM PART OF LABEL WILL HAVE PERRY'S LOGO AND THE PRODUCT NAME. THE ARTWORK ABOVE AND THIS LOWER AREA OF THE LABEL WILL BE INTEGRATED TOGETHER BY A GRAPHIC DESIGNER TO CREATE THE FINAL FULL LABEL FOR PRINTING.

3. INSTORE

THIS IS THE INSTORE ENVIRONMENT WHERE THE BOTTLE WILL PREDOMINANTLY BE MERCHANDISED (IN A FRIDGE NEXT TO OTHER ROSÉS).



PERRY'S

CUVÉE HELLTOWN

IN 1600'S PROVINCETOWN, A WANDER FROM THE WEST END TOWARDS HATCHES HARBOUR WOULD HAVE HAD YOU STUMBLE ACROSS HELLTOWN, A ROWDY FISHING SETTLEMENT POPULATED BY FISHERMEN, SMUGGLERS & OUTLAWS. SITUATED IN THE WILD SANDS WHERE THE ATLANTIC MEETS THE BAY, SHENANIGANS, LOOSE MORALS AND UNBRIDLED APPETITES HUNG HEAVY IN THE AIR.

TODAY, MUCH HAS CHANGED IN PROVINCETOWN, YET STILL THERE SIMMERS A SPIRIT OF FREEDOM, MISCHIEF AND PURSUIT OF THE GOOD LIFE, REMINISCENT OF THOSE OLD DAYS IN HELLTOWN.

CUVÉE HELLTOWN IS OUR CELEBRATION OF THE GLORIOUS P'TOWN SUMMER AND A WINK TO THIS SAME SPIRIT THAT HAS SPANNED THE CENTURIES, LINKING THOSE WHO HAVE GONE BEFORE US TO THOSE WHO SO ENJOY PROVINCETOWN TODAY. CHEERS!