

## **AMHERST ARTMETER PROJECT**

### **2010 GENERAL INFORMATION AND GUIDELINES**

#### *Glimpses of Amherst: The First 100 Years*

Now in its second year, the Amherst ArtMeter project seeks to continue the success of its initial year. In 2009, businesses, organizations, non-profits, schools and individuals joined together in this creative community project to preserve the history and character of our small town. The twenty two meters that now line Main Street will be moved to side streets to be replaced by another group of meters that follow the 2010 theme: *Glimpses of Amherst: The First 100 Years*.

ArtMeters invites individuals, organizations and artists to participate by submitting an application to sponsor and/or design an ArtMeter. A plaque will be affixed to each meter identifying the sponsor and artist.

Sponsors may apply by submitting an application and sending payment of \$100 to cover the one-year period of sponsorship. If there are more sponsor applications than meters available, sponsors will be chosen based on the postmark or receipt date of the application. Other than on the plaque, it is important to note that the meters are not intended as platforms for advertising or promotion for the sponsor.

Artists may apply by submitting an application that includes a sketch of the proposed meter design. Artist's submissions will be reviewed and approved by a panel judging artistic quality, suitability and relationship to the 2010 theme.

Artists whose work is approved may donate their work or request reimbursement of \$50.00 to cover materials. The remaining \$50 will be used to defray project expenses or be contributed to the cost of other beautification or cultural projects within Amherst County.

Approved ArtMeters will be installed on Main Street in early summer and will remain for a period of one year. Please refer to the Sponsor and Artist applications for complete details of the project.

All ArtMeter Project information is online at [www.amherstva.gov](http://www.amherstva.gov). Please email any questions to [smonk@vcca.com](mailto:smonk@vcca.com) or [hjenkins@nelsoncable.com](mailto:hjenkins@nelsoncable.com) or in writing to ArtMeter Project, P.O. Box 1046, Amherst, VA 24521

**APPLICATION DEADLINE: MARCH 19, 2010**