



Rochester Contemporary Art Center's 6x6 began as a small fundraising exhibition, but has grown into an international art phenomenon. Last year, over 5,000 artworks from 43 US states & 22 countries were submitted to this amazing exhibition!

6x6x2011: Global

June 4 - July 10, 2011

Artwork Entries Due: May 1

Preview Hours (no purchasing): June 1, 2 & 3, 1-10pm

Opening Party & Artwork Sale: June 4, 6-10pm (admission: \$5)

7:30pm raffle for buyer positions 1-20

8:00pm all other buyers

Global Online Purchasing Begins: June 6 at 10am: www.roco6x6.org

Sold Out Artist Names Revealed Online: July 1 **New!*

Artwork Purchase Price: \$20 each

Cash prizes awarded by popular vote: July 1 **New!*

Purchased Artwork Pick-Up: July 10, 11 & 12, 1-7pm

Rochester Contemporary Art Center

137 East Avenue

Rochester, NY 14604

585.461.2222

info@rochestercontemporary.org

www.rochestercontemporary.org

Popular Vote

New this year! Vote online.

First Place: \$360

Second Place: \$120

Third Place: \$60



Support Contemporary Art

6x6x2011 is the fourth exhibition of thousands of original artworks, made and donated by celebrities, international and local artists, designers, college students, youths, and YOU. Each artwork will be 6x6 square inches and signed only on the back, to be **exhibited anonymously**. All artworks will be for sale to the public for **\$20 each** to benefit Rochester Contemporary Art Center (RoCo). Artist names will be revealed to the buyer only upon purchase and all works will remain on display for the duration of the exhibition. Beginning July 1st, the names of artists whose work has completely sold out will be revealed online next to their artwork(s). The 6x6x2011 Online Gallery will be available (www.roco6x6.org) for previewing on May 28th and global online purchasing will begin June 6 at 10am.

Purchasing

On opening night, June 4th at 7:30 a "Buyer's Choice" raffle will be held for buyer positions 1-20. Raffle winners will be allowed to make their selections before other buyers. Any artwork may be purchased for \$20. Buyers can pay an extra \$5 to have their purchase mailed to them. When a work is purchased the buyer will receive a receipt revealing the artist's name. The artwork will be marked as sold and will remain on display for the remainder of the exhibition.

Questions For more information visit our website: www.roco6x6.org

Pre-register to purchase artworks at 6x6x2011

It is recommended that buyers pre-register with the following form. Please mail to the above address.

.....

Name: _____ Member: Y__ N__


Address _____ Phone # _____

Credit Card # _____ exp. date: _____



Rochester Contemporary Art Center

137 East Avenue
Rochester, NY 14604
585.461.2222

hours: Wed – Sun 1-5 pm, Fri 1-10
admission: \$1 / free for members 

NEWS RELEASE

for more information contact:

Bleu Cease

(585) 461.2222

bleu@rochestercontemporary.org

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More information & answers to
Frequently Asked Questions:

www.roco6x6.org

High Resolution Images
available upon request

ROCHESTER, NY (4/19/11): Pam Sherman, the “Suburban Outlaw” will MC the Opening Reception and raffle for buyer positions 1-20, on June 4th. 1200 Artworks have been received. The first list of participating artists and community leaders is announced.

UPDATE (4/4/11) 700 Artworks have been received. Please enter your artworks early!

UPDATE (3/30/11): 6x6x2011 Underwriters and Sponsors are announced!

Each visitor to last year’s exhibition, 6x6x2010 was asked if we should have another 6x6 exhibition and again, everyone answered “YES”. 6x6x2011: Global is an exhibition of thousands of original artworks, made and donated by celebrities, international and local artists, designers, college students, youths, and YOU. Each artwork will be 6x6 square inches and signed only on the back, to be exhibited anonymously. All artworks will be for sale to the public for \$20 each to benefit Rochester Contemporary Art Center (RoCo). Artist names will be revealed to the buyer only upon purchase and all works will remain on display for the duration of the exhibition. Beginning July 1st, the names of artists whose artworks have completely sold out will be revealed online next to their pieces. The 6x6x2011 Online Gallery will be available (www.roco6x6.org) for previewing on May 28th and global online purchasing will begin June 6 at 10am.

6x6x2011 tests the viewers’ ability to identify famous and local artists’ work and challenges everyone to support the arts by buying what you like, regardless of the signature, at a very reasonable price! Anyone may participate in 6x6x2011.

Last year’s exhibition included over 5,000 artworks by 2,000 artists from 43 US states and 22 countries! Over 7,000 people attended 6x6x2010 and over 1,700 artworks have been purchased!

“Another great show—even more impressive this year! At the risk of even greater artistic excellence next year, please... 6x6x2011!”

-Kathleen & Steve, Rochester, NY

“It’s more than an art exhibition, it’s humanity itself. Congrats!”

-DNB

“...a totally GREAT idea for the gallery, for the artists, for the public! Do this again... it creates really positive energy and a desire to participate even in a small way within the artistic community.”

-Anonymous

“Fantastic Diversity of talent to share the world of artists in an affordable and inspiring forum! Thank you.”

-Helen Marano, Washington, D.C.

6x6x2011 artwork entries may be mailed or delivered to Rochester Contemporary Art Center until May 1 at 5pm. Late submissions will not be included in the exhibition. Each entry must be accompanied by an entry form.

Rochester Contemporary Art Center (RoCo) is a venue for the exchange of ideas. As a center for thoughtful contemporary art we provide unique encounters for audiences and extraordinary opportunities for artists.

Underwritten by:



Colleen Buzzard & Hartmut K. Land
Stewart Davis & Anne Havens

Sponsored by:

Jo Sibley
Dean Spong
Wilmorite Inc.
Aja Noodle Co.
Howe & Rusling
Harris Beach PLLC
HSBC Bank USA, N.A.
One Hip Chic Optical

Sigma Marketing Group
John & Kristine Bouyoucos
Harter Secret & Emery LLP
Karpus Investment Management
Thomas J. Kroon CFP, Edward Jones

State of New York
NYS
NYSCA
Exhibitions at RoCo are funded in part by:
The New York State Council on the Arts,
The Rochester Area Community Foundation,
The Government Arts Fund,
The Ames-Anzalone Memorial Trust,
The Mary S. Muligan Charitable Trust, and
The Foster Charitable Trust.

Office Copy

#

Complete both sides of sheet for each artwork submitted.

ARTISTS: complete this section only.

Artist Name:

Title:

Medium:

Address:

Phone Number:

Email:

*Beginning July 1st, the names of artists whose work has completely sold out will be revealed online next to their artwork(s). If you do NOT want your name publicly revealed, check the box below.

Never reveal my name online next to my artwork(s).

(Below for office use only)

Buyer Number

[Empty box for Buyer Number]

***Purchased Artwork Pick-Up:**
July 10, 11 & 12 1-7pm



2011

Pick-Up | Mail



Customer Copy

#

This copy will be given to the customer, so include all information you want them to receive.

ARTISTS: complete this section only.

Artist Name:

Title:

Medium:

Address:

Phone Number:

Email:

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ARTWORK SUBMISSION FORM:

Please complete the "ARTISTS" box on both sides for each artwork.

(You may leave some areas blank, however each artwork submitted must be accompanied by one full sheet (both halves)).