



6x6x2012



Rochester, NY's international small art phenomenon returns with thousands of original artworks, made and donated by celebrities, international & local artists, designers, college students, youths, and YOU. Last year, almost 5,000 artworks from 50 US states & 36 countries were submitted to this amazing exhibition!

6x6x2012

June 2 - July 15, 2012

Artwork Entries Due: May 6 or Postmarked by May 5

Global Online Preview Begins: May 25 @10am

In Gallery Preview (no purchasing): May 30, 31 & June 1, 1-10pm

Opening Party & Artwork Sale: June 2, 6-10pm (admission: \$5)

7:30pm raffle for buyer position #1-20

8:00pm all other buyers

Global Online Purchasing Begins: June 5 at 10am: www.roco6x6.org

Sold Out Artists' Names Revealed Online: July 6

Artwork Purchase Price: \$20 each

Purchased Artwork Pick-Up: July 15, 16 & 17, 1-7pm

RPO Bravo Award: All entries are eligible. *New!

Rochester Contemporary Art Center

137 East Avenue

Rochester, NY 14604

585.461.2222

info@rochestercontemporary.org



Support Contemporary Art

6x6x2012 is the fifth 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 6th, the names of artists whose work has completely sold out will be revealed online next to their artwork(s). The 6x6x2012 Online Gallery will be available (www.roco6x6.org) for previewing on May 21st and global online purchasing will begin June 5th at 10am.

Purchasing

On the opening night, June 2nd at 7:30 a "Buyer's Choice" raffle will be held for buyer position #1-20. Raffle tickets are \$5 each and 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. Buyers may pre-register for faster purchasing during preview hours: May 30, 31 & June 1, 1-10pm

RPO Bravo Award

Six Artworks will be selected for 6 covers of the Rochester Philharmonic Orchestra's *Bravo* Magazine.

Questions For more information and an informative list of FAQ's visit our website: www.roco6x6.org

Early Underwriters





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

6x6x2012

June 2 - July 15, 2012

Artwork Entries Due: May 6 or Postmarked by May 5

Global Online Preview Begins: May 25 @10am

In Gallery Preview (no purchasing): May 30, 31 & June 1, 1-10pm

Opening Party & Artwork Sale: June 2, 6-10pm (admission: \$5)

7:30pm raffle for buyer position #1-20

8:00pm all other buyers

Global Online Purchasing Begins: June 5 at 10am: www.roco6x6.org

Sold Out Artists' Names Revealed Online: July 6

Artwork Purchase Price: \$20 each

Purchased Artwork Pick-Up: July 15, 16 & 17, 1-7pm

RPO Bravo Award: All entries are eligible. **New!*

More information & answers to
Frequently Asked Questions:

www.roco6x6.org

High Resolution Images
available upon request

(February 1, 2012) Rochester Contemporary Art Center announces the return of its international small art phenomenon: **6x6x2012**. In its fifth year, 6x6x2012 is a hugely popular 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. Beginning June 2, 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 6th, the names of artists whose artworks have completely sold out will be revealed online next to their pieces. The 6x6x2012 Online Gallery will be available (www.roco6x6.org) for previewing on May 21st and global online purchasing will begin June 5th at 10am.

Celebrities

6x6x2012 tests the visitors' ability to identify famous and local artists' work, and this year many celebrities and well-known artists have entered artworks. Simultaneously, 6x6x2012 also challenges everyone to support the arts by buying what they like, regardless of the signature, at a very reasonable price! Anyone may participate in 6x6x2012. **Early Celebrity contributors include: Robert Marx**, Nationally renowned Artist; **Steve Gadd**, influential drummer; **Rafe Martin**, Storyteller; **Elaine Spaul**, Rochester City Councilmember; **Malcolm Spaul**, Artist & Educator; **Thich Nhat Hanh**, Vietnamese Buddhist monk, teacher, author, poet and peace activist; **Congresswoman Louise M. Slaughter**; **Andrea Barrett**, novelist and short story writer; **Tom Otterness**, NYC-based sculptor; **Lorenzo Fonda**, LA-based film director; **Danny Wegman**, CEO of Wegmans; **Eric Bellman**, Artist; **Jeff Tyzik**, conductor, arranger, and trumpeter at the Rochester Philharmonic Orchestra; **The Right Reverend Jack McKelvey**; **Janet Lomax**, journalist/news anchor at WHEC-TV 10 NBC; and **Anne Kress**, President of the Monroe Community College.

Last year's exhibition included almost 5,000 artworks by 2,000 artists from 50 US states and 36 countries! Over 7,000 people attended 6x6x2011 and over 1,700 artworks were sold! This year's exhibition will introduce the new **RPO Bravo Award** (A collaboration with Rochester Philharmonic Orchestra) and a new media co-promotion with **Ovation** TV network will bring greater national visibility to 6x6.

"It's more than an art exhibition, it's humanity itself. Congrats!"

-DNB

"Another great show-even more impressive this year! At the risk of even greater artistic excellence next year, please... 6x6x2012!"

-Kathleen & Steve, Rochester, NY

"Please repeat this show next year. It connects members of the local, national & international community to the Rochester Contemporary Gallery, and it's lots of fun! Congratulations to the staff & volunteers on the great appearance of the show. Let's keep it going!"

-Paulette

"...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.

"Sign me up! 2012 needs 6x6!"s

-Anonymous

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.



ARTWORK SUBMISSION FORM:

Please complete the "Office Copy" AND "Customer Copy" for EACH artwork. Sign your artwork ONLY on the back, at the bottom. Thank you for your contribution to 6x6x2012!

Mail Artworks to: 6x6x2012, Rochester Contemporary Art Center, 137 East Ave., Rochester, NY 14604

Office Copy

Customer Copy

#

#

Complete both left and right side of sheet for EACH artwork submitted.

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

ARTISTS: complete this section only.

Artist Name:

Title:

Medium:

Address:

Phone Number:

Email:

*Beginning July 6th, 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).

Buyer Number

Pick-Up | Mail



ARTISTS: complete this section only.

Artist Name:

Title:

Medium:

Address:

Phone Number:

Email:

*Beginning July 6th, 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).

Buyer Number

Pick-Up | Mail



6x6x2012: June 2 - July 15, 2012
Artwork Entries Due: May 6, 2012 (Postmarked by May 5)
Global Online Preview Begins: May 25 @ 10am
In Gallery Preview: May 30, 31 & June 1, 1-10pm
Opening Reception & Artwork Sale: Sat. June 2, 6-10pm
 \$5 opening night admission
 7:30pm raffle for buyer positions #1-20
 8:00pm all other buyers
Global Online Purchasing Begins: June 5 at 10am
www.roco6x6.org
Sold Out Artists' Names Revealed to Public: July 6
Purchased Artwork Pick-Up: July 15 - 17, 1-7pm