

Bees at the Bee

A benefit show for the

Harry H. Laidlaw Jr. Honey Bee Research Facility at UC Davis

May 8, 2010

Overview:

A small group of local artists create “bee-centric” art to be included in an art show hosted by the Sacramento Bee, from which a pre-designated portion of each artist's sales will be donated to research aimed at saving the disappearing honey bees. The main recipient of artist donations is the Harry H. Laidlaw Jr. Honey Bee Research Facility at the University of California, Davis.

About the Beneficiary:

In their own words, "The Harry H. Laidlaw Jr. Honey Bee Research Facility at the University of California, Davis, is the largest and most comprehensive state-supported apiculture facility in North America and the only one in California. We provide leading cutting-edge research focusing on basic bee biology and genetics. We address international concerns about bee health, and meet the needs of California's multibillion dollar agricultural industry. Our expertise includes honey bee breeding and genetics, and native bee biology. We are uniquely qualified to investigate declining populations of honey bees, native bees and other insect pollinators and to provide solutions. (<http://beebiology.ucdavis.edu/>)

Htiagen-Dazs® is funding a half-acre bee friendly garden next to the Harry H. Laidlaw Jr. Honey Bee Research Facility on Bee Biology Road. It will be planted in late September or early October. A public ceremony is scheduled to take place in the spring of 2010. A Sausalito team submitted the winning design. (<http://beebiology.ucdavis.edu/H.AVEN/index.html>)

The Haagen-Dazs® Honey Bee Haven began as a garden design competition in December 2008 and will culminate in a one-half acre bee-friendly garden coordinated by the California Center for Urban Horticulture at UC Davis. Visitors to the garden will be able to glean ideas on how to establish their own bee-friendly gardens and help to improve the nutrition of bees in their own backyards. (<http://www.helpthehoneybees.com/helpdonate>)

Donations:

Haagen-Dazs® has been the main benefactor funding the new research center and appurtenant facilities at UC Davis, and the center is state-supported, but donations are accepted for five separate funds and are still greatly needed. Artists in this show will be donating a percentage of their sale proceeds to the Honeybee Research Program:

Funds to the "Honeybee Research Program" are used to further bee research at the Harry H. Laidlaw Jr. Honey Bee Research Facility.

Research received a big boost in 2008 when Haagen-Dazs® donated \$100,000 to UC Davis and launched a help-the-honey-bees Web site.

The Show:

The Harry H. Laidlaw Jr. Honey Bee Research Facility will have a strong presence at the art event at the Sacramento Bee. The event will be held in the outdoor courtyard at the Sacramento Bee where the art will be displayed on temporary walls (and on pedestals and tables in the case of sculpture, jewelry, etc.). The Harry H. Laidlaw Jr. Honey Bee Research Facility would have ample room for a kiosk or tables with information about the opening of their new facility, information for people to take home on creating their own bee-friendly gardens, fliers with FAQs about the colony collapse disorder and exactly how beneficial honey bees really are to us.

Ideally, Haagen-Dazs® would also have a presence at the event. They could also have a table or booth where they can give out ice cream and information about their involvement in the research and activism. Sacramento can be notoriously hot, and gourmet ice cream would probably be very well received!

The Sacramento Area Beekeepers Association is confirmed as a participant. They will be at the event selling honey and items from their store. They'll be presenting educational materials including photos of bees and an observation hive with a queen inside. They will be offering classes and memberships as well.

The Pollinator Partnership is another organization that may be interested in participating, or making available their posters and rulers, etc. at the show.

I have a number of local artists already interested in participating, and Call For Artist ads will run in the Sac Bee Classifieds as well as media outlets local to Davis and Sacramento. This will not be a juried show, but art will have to be approved and accepted solely on the basis of whether or not it fits the theme. "Bee-themed" is pretty general, and I intend to accept everything from paintings to framed drawings to sculpture to jewelry. I even know an artist who would like to make little felted bees for the show. Even abstract art could also very easily fit the theme if the artist uses colors, textures and composition to evoke some aspect of bees.

Because of the nature of the space reserved for showing, the art show would only be able to hang

for one day, approximately 4pm to 8pm. Artists will be required to attend the Second Saturday reception. All artists are asked to notify their own list of contacts about the show (e-postcards will be made available to them to email or print). If all things go as planned, a representative from the Harry H. Laidlaw Jr. Honey Bee Research Facility or UC Davis Entomology Department will give a short speech to the attending public about the facility and the need for research.

I will be coordinating the following aspects of artist involvement:

1. Call-to-Artists write up to be used for various online and print outreach
2. Contracts for artists (wherein they confirm participation and designate percentage of donation)
3. Communication with artists including sending and receiving contracts, deadline reminders, receiving images for press, receiving artwork, transporting art to the Sac Bee, hanging the art (with help, hopefully), receipting artwork (I have access to a credit card machine as well), getting money to artists, transporting art to UC Davis (if agreed to hold show there for the rest of the month), meeting artists at the end of the show to get their art home to them. I will be responsible for handling sales on the day of the show, receipting the sales, and being the go-between for the UC Davis research center to receive their donations. I imagine those funds all have charitable donation tax receipts available for anybody who gives. I would then be responsible for getting the artist portion of the sales money, any art that did not sell, and the donation tax receipts back to the artists when the art comes down.

Deadlines:

The Harry H. Laidlaw Jr.. Honey Bee Research Facility will be unveiling in spring of 2010, and I thought that would be the perfect time to boost awareness with our show. If our show is after the opening, it could still be a way to let more people know the facility is open and ready for visitors as well. I will find out more about that project's schedule once we've approached UC Davis to see if they are interested in partnering for this show. Tentatively, the artists' deadlines would be thus:

Three months prior to show:

- Determine the artists who will be showing
- Get the artists their approximate space dimensions

Two months prior to the show:

- Need bios for the showing artists (to be included in a book at the show)
- Need signed contracts from all showing artists
- Need confirmation of percentage and recipient for each artist donation
- Need final count of artwork with dimensions

Six weeks prior to the show:

- Need images of any completed work for press
- (on my side of things) make electronic postcards for emailing

- Sac Bee has volunteered to be responsible for sending out press releases

Two weeks before the show:

- (on my side) finalizing show set-up configuration
- (on my side) make sure all partners (people with tables and info kiosks) are ready and have all they need

One week before show:

- Art due at the Sac Bee
- (on my side) Get any and all materials needed for hanging work

Morning of the show:

- (On my side) Transport and hang the art
- Help set up tables, place flowers on tables, prettify for reception

I will help break down the show, secure the art, and clean up that night (yay caffeine!). The contract states that I will have ten days to return any unsold art/due moneys to the artists, and get donated money to the UC Davis people. The people at UC Davis have stated they will need approximately 30 days to have all donations receipted, at which time I will mail them to the participating artists. Good karma rushes right in and I sleep the sleep of the comatose.

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