



# ZEMA ESTATE

TRADITIONAL COONAWARRA

**Penola Coonawarra Arts Festival**  
**14<sup>th</sup> - 15<sup>th</sup> May, 2011**

**‘Coonawarra Unearthed’  
Art Challenge and Exhibition at  
Zema Estate**



o s c a r s

WATERFRONT  
boutique hotel

[www.oscarswaterfront.com](http://www.oscarswaterfront.com)

## **The 'Coonawarra Unearthed' Exhibition at Zema Estate**

As part of our program for the 2011 Penola Coonawarra Arts Festival we will be displaying the works of Coonawarra wine industry staff in an exhibition of diversity and originality, where the theme and medium are open, in order to encourage artistic expression in many forms.

This competition has been designed to give those employed in the Coonawarra wine industry an opportunity for them to express their artistic side by creating a piece for the exhibition.

### **Location**

The exhibition will be held at the Zema Estate Warehouse, with care taken to exhibit all entries at their best with the use of lighting and backdrops.

### **When**

- Those with intention to enter are to submit the **Entry Form** by Friday **22<sup>nd</sup> April, 2011**.
- Submissions are to be delivered **ready to hang/display** with the **Submission Form** to Zema Estate by Friday 6<sup>th</sup> May 2011.
- The exhibitions will be on display from **14<sup>th</sup> – 15<sup>th</sup> May 2011** from **9.00am to 5.00pm**

### **Who**

In 2011 entries are limited to those working in the wine industry in Coonawarra. All entries will be coded for voting purposes, however the artists name will be displayed in the Exhibition Guide which we will encourage visitors to look at prior to voting.

### **Prizes**

The winners will be decided by a public vote which will take place during the exhibition with the winner being announced **5:30pm Sunday 15<sup>th</sup> May 2011** at Zema Estate – **all welcome to attend**.

#### **The prizes are:**

- |                       |   |
|-----------------------|---|
| <b>1<sup>st</sup></b> | 2 night's accommodation at Oscars Waterfront Boutique Hotel, Port Fairy<br>Gourmet Breakfast included<br>\$100 spending money<br>2 bottles Zema Estate handcrafted 'Family Selection' wines<br><br>Value \$730.00 |
| <b>2<sup>nd</sup></b> | Special selection of Zema Estate handcrafted wines from some of their best vintages<br><br>Value \$250.00   |
| <b>3<sup>rd</sup></b> | Gourmet goodies basket of local Limestone Coast produce and Zema Estate wines   |

Value \$120.00

**Conditions:**

- (1) Entries **must be delivered ready to hang** or display.
- (2) Entrants may be subject to verification from the business that they are currently working in the wine industry in the Coonawarra Wine Region.
- (3) Zema Estate reserves the right to refuse an entry that is deemed to be of an offensive or inappropriate nature for the festival and/or exhibition.
- (4) A limit of two (2) entries per participant is applicable and no previous entries from Coonawarra Unearthed are to be exhibited again.
- (5) Delivery and pick of entry is the responsibility of the participant. If you require assistance please contact us.
- (6) Zema Estate will not accept liability for loss or damage to entries prior to, during or after the exhibition whilst at the Zema Estate site.
- (7) It is the participant's responsibility to undertake insurance for entries.
- (8) Should you choose to put your entry up for sale, you may do so with Zema Estate handling the transaction and paid 5% commission of the sale price.
- (9) Winners are decided by public vote. Participants/entrants are ineligible to vote. Zema Estate Staff are able to exhibit but are ineligible to enter competition.
- (10) Should an entrant win 1<sup>st</sup> prize in three consecutive years of exhibitions they will enter our 'Hall of Fame' and whilst they are permitted to enter future exhibitions, they will be ineligible to be part of the public voting and therefore ineligible for a prize.

# Penola Coonawarra Arts Festival 2011 Coonawarra Unearthed Exhibition

## Entry Form

For those with intention to submit an entry in the 'Coonawarra Unearthed' exhibition please fill out the form in full and return via fax or post by 5.00pm Friday 22<sup>nd</sup> April, 2011 to

Zema Estate Pty Ltd  
PO Box 12  
Coonawarra SA 5263

Attention: Lynn Doyle

Ph: 08 8736 3219  
Fax: 08 8736 3280  
Email: [cgs@zema.com.au](mailto:cds@zema.com.au)

**Name:** .....

**Address:** .....

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**Telephone:** (    ) ..... **Fax:** (    ) .....

**Mobile:** ..... **Email** .....

**Coonawarra Winery/Vineyard you are employed at** .....

**Please describe your entry** .....

**Do you have a title for your entry ?**.....

**A small paragraph about yourself and your intended entry**

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**By signing this entry form I agree to abide by the conditions stated on page 3 of this document**

**Signature**..... **Date:** .....

**Penola Coonawarra Arts Festival 2011  
Coonawarra Unearthed Exhibition**

Submission Form

**This form is to accompany your piece for entry and is to be delivered to the Zema Estate Office no later than 5.00pm Friday 6<sup>th</sup> May 2011.**

Zema Estate Pty Ltd  
Riddoch Highway  
(PO Box 12)  
Coonawarra SA 5263

Attention: Lynn Doyle

Ph: 08 8736 3219  
Fax: 08 8736 3280  
Email: [cgs@zema.com.au](mailto:cds@zema.com.au)

**Name:** .....

**Address:** .....

.....

**Telephone:** (    ) ..... **Fax:** (    ) .....

**Mobile:** ..... **Email** .....

**Coonawarra Winery/Vineyard you are employed at** .....

**The title for your entry** .....

**A small paragraph about yourself and your intended entry (no need to complete if previously submitted on 'Intention to Enter' form)**

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**By signing this entry form I agree to abide by the conditions stated on page 3 of this document**

**Signature**..... **Date:** .....