



## CALL FOR ARTISTS

January 22, 2008

### FOR IMMEDIATE RELEASE

Press inquiries should contact Kerry Laird, 707-751-0871, [info@pacificbaycoffee.com](mailto:info@pacificbaycoffee.com)

### CALL FOR LOCAL ARTISTS

#### The Painted & Photographed Bean: A Coffee Art Perspective

Pacific Bay Coffee Co. & Micro-Roastery and Gaia Arts Center in Berkeley, CA will be showcasing local fine artists at The Specialty Coffee Association of America's Western Regional Barista Competition (WRBC) March 28-30, 2008, in Berkeley, CA. The event is open to the public and free.

A themed art show, entries should depict the art and love of coffee from seed to cup (growing, harvesting, roasting, brewing and making espresso) or touch upon the senses of enjoying coffee. Images depicting latte art poured by skilled baristas are encouraged.

### BEST OF SHOW

Pacific Bay Coffee Co. & Micro-Roastery and Gaia Arts Center employees will vote on their favorite unmarked (artist name not visible) submission based on creativity and the depiction of the art and love of coffee. The winner will receive some of the best coffee products on the market—a Baratza Virtuoso Burr Grinder, Bodum's Ibis Kettle, Shin Bistro Press Pot & Mugs, and fresh roasted coffee from Pacific Bay Coffee Co. & Micro-Roastery (retail value \$300).

There is no fee to participate and artists can choose to offer their submission for sale without commissions by direct contact from the interested buyer and the artist. The entries will be on exhibit during the WRBC at the Gaia Arts Center and at Pacific Bay Coffee Co in Berkeley, CA. 50+ entries will be selected: 40 for display at the Gaia Arts Center and 10+ for display at Pacific Bay Coffee Co.'s Walnut Creek café or Berkeley roastery.

Entries must be:

- Two-dimensional works of art (paintings, photography, collage, drawings, screenprints).
- Maximum size 24"x36" and 10 pounds.
- Framed and/or finished and ready to hang with two screw eye hooks in place on the back of the artwork. We will add the hanging wire.
- All ages welcome to participate.
- One entry per person.
- Submissions not meeting these guidelines will not be accepted.

Submissions must be delivered or received on Friday, February 29, 2008 from 10am–5pm only at: Gaia Arts Center, 2120 Allston Way, Ste. 1, Berkeley, CA 94704 [www.gaiaarts.com](http://www.gaiaarts.com). Attn: Kate Key or on Friday, March 7, 2008 from noon–7pm only at: Pacific Bay Coffee Co., 1495 Newell Ave, Walnut Creek, CA 94596 [www.pacificbaycoffee.com](http://www.pacificbaycoffee.com) Attn: Kerry Laird.

*Late submissions will not be accepted.*

Artists who wish their submissions to be returned must arrange for pick up on Tuesday, April 1, 2008, from 1pm–5pm at the Gaia Arts Center or Friday, April 4, from 1pm–7pm at Pacific Bay Coffee Co. in Walnut Creek. *Submissions not picked up at that time will not be returned.*

Questions or other inquiries should be sent to [info@pacificbaycoffee.com](mailto:info@pacificbaycoffee.com).

#### The Western Regional Barista

**Competition (WRBC)** is an event designed to encourage and recognize professional achievement in the art of espresso beverage preparation and service. Competitors will prepare and service 12 coffee beverages - one espresso, one cappuccino, and one signature drink of their own creation, for four judges in a space of 15 minutes. The winner of the WRBC goes on to compete at the United States Barista Championship (USBC). The winner of the USBC will represent the United States at the World Barista Championship to be held in Copenhagen in June 2008.

[www.wrbc2008.com](http://www.wrbc2008.com)

#### The Specialty Coffee Association of

**America (SCAA)** is the trade association for the specialty coffee industry, one of the fastest-growing food industries in the world. Specialty coffee – sometimes called "gourmet" or "premium" coffee – is grown in the world's most ideal coffee-producing climates and prepared according to exacting standards. One of the SCAA's primary functions is to set the industry's standards for growing, roasting and brewing. Members of the SCAA include coffee retailers, roasters, producers, exporters and importers, as well as manufacturers of coffee equipment and related products.

[www.scaa.org](http://www.scaa.org)

**The Gaia Arts Center**, located in Berkeley, CA is a multi-level venue includes an 1850 sq ft theater area, a 3000 sq ft mezzanine level and can accommodate approximately 300 people. The rooftop terrace boasts a panoramic view. [www.gaiaarts.com](http://www.gaiaarts.com)

**Pacific Bay Coffee Co. & Micro-Roastery**, located in Walnut Creek and Berkeley, CA is a roaster-retailer with wholesale roastery and training operations located in Berkeley, CA. Visit the cafe located at 1495 Newell Avenue, Walnut Creek, CA.

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

# THE PAINTED & PHOTOGRAPHED BEAN: A COFFEE ART PERSPECTIVE

MARCH 28-30, 2008

WESTERN REGIONAL  
**Barista**  
COMPETITION

GAIA ARTS CENTER, BERKELEY, CALIFORNIA

## FOR OFFICE USE ONLY

Entry # \_\_\_\_\_

Drop-off/Delivery location:

☐ Berkeley

☐ Walnut Creek

Artwork picked up by:

Name \_\_\_\_\_

Date \_\_\_\_\_

## NON JURIED ART EXHIBIT APPLICATION

Please print:

Name(s) \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Website address \_\_\_\_\_

Signature \_\_\_\_\_ Age if under 18 \_\_\_\_\_

Parent's or guardian's signature if under 18 \_\_\_\_\_

Title of Piece \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Media \_\_\_\_\_

Size \_\_\_\_\_ Weight \_\_\_\_\_

### Entry Checklist: *Late submissions will not be accepted.*

- ☐ Two dimensional work of art (paintings, photography, collage, drawings, screenprints etc)
- ☐ Maximum size: 24"x36"
- ☐ Maximum weight: 10 lbs
- ☐ Framed and/or finished and ready to hang with two screw eye hooks in place on the back of the artwork (hanging wire will be added on)
- ☐ One entry per person
- ☐ I would like this entry marked for sale in the amount of \$\_\_\_\_\_. Interested buyers should contact me at \_\_\_\_\_ (phone or email) and I will make arrangements for the sale and delivery.

### Artwork Pick-up:

- ☐ I will pick up my entry at The Gaia Arts Center, 2116 Allston Way, Berkeley, on Tuesday, April 1, 2008, between 1pm-5pm and understand if I miss this time it will not be returned.  
or
- ☐ I will pick up my entry at Pacific Bay Coffee Co., 1494 Newell Ave, Walnut Creek, on Friday, April 4, 2008 between 1pm-7pm and understand if I miss this time it will not be returned.  
or
- ☐ I will not be picking up this entry and understand it will not be returned.

### Submissions Guidelines: *Late submissions will not be accepted.*

Submissions must be delivered or received on

Friday, February 29, 2008 from 10am-5pm only at

The Gaia Arts Center, 2120 Allston Way, Ste. 1, Berkeley, CA 94704 [www.gaiaarts.com](http://www.gaiaarts.com)

Attn: Kate Key

or on Friday, March 7, 2008 from noon - 7pm only at

Pacific Bay Coffee Co., 1495 Newell Ave, Walnut Creek, CA 94596 [www.pacificbaycoffee.com](http://www.pacificbaycoffee.com)

Attn: Kerry Laird

### Artwork Sales

Submissions marked for sale will display contact information and selling price.

Interested buyers will contact artist directly and no commissions will be taken by the Gaia Arts Center or Pacific Bay Coffee Co. All other entries will display artist's name, title of submission, media and age, if under 18.

### Loss or Damage

The Gaia Arts Center and Pacific Bay Coffee Co. do not assume any responsibility for any work lost, stolen or damaged while submitted, in transit and displayed at The Gaia Arts Center and Pacific Bay Coffee Co. The Gaia Arts Center and Pacific Bay Coffee Co. will take care to ensure works are taken care of to the best of their ability.

For more information about the Western Regional Barista Competition & the Art Exhibit: [www.WRBC2008.com](http://www.WRBC2008.com).

Questions or other inquiries should be sent to [info@pacificbaycoffee.com](mailto:info@pacificbaycoffee.com).