

For Immediate Release

October 1, 2008

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**GREENFIELD FOUNDATION AND THE HERMITAGE ARTIST RETREAT
CREATE THE GREENFIELD PRIZE
COMMISSIONING NEW WORK IN CREATIVE ARTS**

The Hermitage Artist Retreat and the Greenfield Foundation are pleased to announce the creation of the Greenfield Prize, an **annual \$30,000 commission** to an **individual mid-career artist, to create a new work**. Each year the commission will be assigned to a different artistic discipline. A three-person, national blue-ribbon panel of anonymous experts in the designated prize discipline will select **three finalists** who will be asked to submit a vision of what their project would be. The panel will review the submissions and select a winner and two runner-ups. In addition to the **cash prize**, the winning artist will receive a **six-week residency** at the Hermitage, an introduction of the community at a **banquet** announcing the winner, a **performance of the work**, and **follow-up promotion** of the piece to help ensure future productions and exposure. The runner-ups will each be awarded a six-week residency at the Hermitage.

The prize is modeled after the nationally-renowned **Goldsmith Prize for Investigative Reporting**, initiated by Bob Greenfield through the Greenfield Foundation in 1991. The prize, administered by the Shorenstein Center at the Kennedy School at Harvard University, is awarded annually for the best investigative report or series involving corruption, abuse or incompetence in government or politics. Like the Goldsmith Prize, the new Greenfield Prize is intended to reward excellence, but to do so by funding **future** work in the arts through commissioning.

“We couldn’t be more excited to be asked to create and administer this **national prize**,” exclaimed Bruce E. Rodgers, executive director of the Hermitage, an artist retreat located just south of Sarasota, FL, on 8-1/2 acres of beachfront on the Gulf of Mexico. “Its **many components** are what sets it apart from other arts awards and commissions. The Greenfield Prize is **not an endorsement of past work** but **an investment in a**

future artistic vision. One **cannot apply** to compete for the commission. Only three finalists will be nominated each year, selected by a panel of prestigious arts administrators and artists, much like the selection process we use for our residencies. As anyone who's worked here will tell you, 'it's the coolest place you can't get into.' Another unique element of the Greenfield Prize is that **it is inter-disciplinary**; each year awarding the commission to an artist in a differing art field; writers, poets, painters, composers, etc. Lastly, the Greenfield Prize **guarantees a first public exposure to the work** in Sarasota and additional help to **promote the work** in other regions for added opportunity. This partnership with the Greenfield Foundation is perfect for us. As part of his vision, our founder Sid Adler wanted work created at the Hermitage to be appreciated and well known both within our community and beyond. Syd wanted to invest in artists. This opportunity meets that founding goal.”

Bob and Louise Greenfield , generous Sarasota patrons of the arts, initiated the \$126,500 annual gift through the Foundation as a legacy. The gift covers all expenses related to creating, administrating, and promoting the prize and its winners. Now in their 90s, the Greenfields wanted to be sure their commitment to the Sarasota arts community continues in perpetuity. The creation of the Greenfield Prize will honor that passion and encourage artistic endeavors that are new, probing, and thought-provoking.

“We are so pleased to be able to place this commission in the capable hands of the Hermitage Artist Retreat,” remarked Bob Greenfield, visionary founder and initiator of the prize. “The Greenfield Foundation is focused on creating opportunities for projects that can have a lasting impact on our society. At Temple University the Foundation is presently funding a program that will train doctors in disaster relief. We anticipate this much-needed curriculum will grow to be included in many medical schools throughout our country and the world. Our hope is that the gift of the Greenfield Prize will allow artists to create projects that will open peoples’ eyes, start dialogues which explore the world in a different way and ultimately bring change where it is needed.”

The Greenfield Prize will be presented in Sarasota at an annual spring banquet. Each recipient will have two years in which to complete the work. In the 2009 inaugural year, in order to get on a two-year rotation, two winners will be announced at a dinner scheduled for April 22, 2009. One prize will be to a playwright and the second prize will

be to a composer for a piece of chamber music. The play is planned to have a public presentation in spring of 2010 by the Asolo Repertory Theatre, and the chamber music piece will be presented in spring 2011 by the Sarasota Orchestra. Subsequent winners in other disciplines will also be announced during these performance weekends.

“The Hermitage is both humbled and inspired by the challenge the Greenfield Prize presents,” added Caroline Andrus, board president. “Those not familiar with the Hermitage Artist Retreat would obviously consider us small in comparison to Harvard. However, we are a big organization, just in a little package. One only has to look at our national selection committee and others who are involved with us to see we have some of the country’s the most prestigious arts leaders working with us. This list will grow as we continue to make an even bigger impact through opportunities like the Greenfield Prize. Artists who work here have experienced big results inspired by our unique environment. Our prestigious selection committee and board of directors have worked to ensure our excellence. Word has spread in artistic circles as to what it means when an invitation arrives. The Greenfield Prize honors that work and future work to come.”

For more media information, contact Lisa Rubinstein, LDR Creative, Inc., at 941-373-3803 or email lisa@ldrcreative.com

About The Hermitage:

The Hermitage is a not-for-profit artist retreat located on the Gulf of Mexico on Manasota Key in Sarasota County, Florida. It brings mid-career painters, sculptors, writers, playwrights, poets, composers and other artists from all over the world for extended stays on its 8.5 acre beachfront campus. Each artist is asked to contribute two services to the community during their stay. So far, Hermitage artists have touched over 4,000 Sarasota County children and adults with their unique and inspiring programs. For more information about The Hermitage, call Bruce Rodgers, Executive Director at 941-475-2098 or visit the website at www.hermitage-fl.org.

About the Greenfield Foundation:

The Greenfield Foundation is based in Sarasota, Florida, but funds charitable initiatives across the country. Its president and most of its trustees are members of the family of Louise and Bob Greenfield of Sarasota, Florida. Its net income, which exceeds \$500,000 a year, is devoted to improving quality of life through contributions to not-for-profit institutions in the arts, education, health care and other services. The foundation originates and participates in innovative projects, which have a ripple effect beyond the immediate impact of the expenditures. For more information, contact Debra Jacobs at 941-957-0442 or write Greenfield Foundation, 1800 2nd Street Sarasota, Florida, 34236.

Other prizes and commissions that support artists and creative work:

The Steinberg Distinguished Playwright Award: \$200,000 and \$50,000; to playwrights only

MacArthur Fellows Program: \$500,000 over five years; to writers, scientists, artists, social scientists, humanists, teachers, entrepreneurs

Eugene McDermott Award in the Arts at MIT; \$70,000; to a distinguished artist recognized for excellence and innovation in his/her field

Alpert Awards in the Arts; five \$75,000 awards; to independent artists working in the fields of dance, film/video, music, theatre and the visual arts.

Pulitzer Prizes: \$10,000 each; recognize work in 21 categories for journalism, letters and musical composition