

#### YOU ARE INVITED TO HOST A UNIQUE EVENT THE ART OF ABSTRACT TASTING

THE ART OF ABSTRACT TASTING is an event that gives you the opportunity to educate & entertain your audience with wine while putting the art of your choice at centerstage.

A custom presentation will be prepared where the artwork you select will be paired with wine & presented in an engaging performance by wine personality Allie Merrick.

# THE ART OF ABSTRACT TASTING This event showcases ART & WINE, while supporting ART EDUCATION.

# THE ART

The program integrates the artwork of your choice, providing exposure & audience engagement for the artist/gallery. THE WINE Each piece of artwork is paired with a bottle of wine that shares the same characteristics, as identified & described by Allie Merrick. THE EDUCATION The art education program

or scholarship fund selected by the hosting art gallery will receive a portion of event procedes.

ART is presented. WINE is poured. Audiences are engaged & entertained as ART EDUCATION is preserved.





THE ART OF ABSTRACT TASTING is a one night event that consists of a 40 minute program presented by wine personality and speaker, Allie Merrick (co-host of My Wine Words).

In this presentation, Allie explains how to pair wine with music, films, fashion & art by exploring the definition of wine in abstract terms.

Eduction & entertainment come in the form of an interactive presentation featuring powerful imagery, original poetry & sidebar conversations.

Selected artwork is incorporated into the program through custom pairings with wine and well defined explanations & descriptions..





ALLIE MERRICK is a wine personality (co-host of My Wine Words) & speaker. With over 12 years of experience in the wine industry, she serves as a 'wine translator' through the independent productions and content she produces.





To learn more about Allie, you are invited to visit <u>www.mywinewords.com</u>. You may also visit <u>www.theallieway.org</u>.

## BRING ALLIE MERRICK TO YOUR GALLERY FOR THE ART OF ABSTRACT TASTING' ALL YOU NEED TO DO IS FOLLOW THREE EASY STEPS

#### STEP ONE Select the ARTWORK.

#### Choose 3 to 5 pieces of art that you'd like to feature in the program.

Allie will format & frame the presentation around the artwork. Please provide background information on each piece and artist, as the program content will be designed & developed to provide your audience with a greater understanding and appreciation for the artwork through informational material & integrated media resulting in brand exposure & sales opportunities.

#### STEP TWO Select a WINE option.

#### Option 1: Allie provides the wine.

Set a budget for wine. Allie will work with a local retailer/caterer or directly with winery partners to secure wine selections to pair with the art you selected.

#### Option 2: You provide the wine.

If you have in-house wine selections of your own you'd prefer to use, provide a list of wines for Allie to choose from. Art pairings will be made using your wine.

### STEP THREE Select an ART PROGRAM to support. Choose an art education program or scholarship fund.

You may select one of the following options for providing support to the program or scholarship fund of your choice through your 'The Art Of Abstract Tasting' event:

A) donate a portion of EVENTTICKET SALES B) donate a piece (or pieces) of art for a SILENT AUCTION at event



By hosting a THE ART OF ABSTRACT TASTING wine event, you and your guests will receive the following:

#### THE ART OF ABSTRACT TASTING eBook

a downloadable publication featuring the pieces of art presented at your event

THE ART OF ABSTRACT TASTING Wine Tasting Cards

each guest will receive a set of official 'The Art Of Abstract Tasting wine tasting cards

Event Photos

copies of all event photos will be provided for your use

# FOR MORE INFORMATION CONTACT ALLE MERRICK alliemerrick@gmail.com 616.617.1174