

Biggs Museum of American Art

For Immediate Release
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The Hair Affair 2014: Open Call for Salon Entries *New Location, New Sponsors Announced*

Dover, DE (February 5, 2014) – The Biggs Museum of American Art is pleased to announce an open call for salon entries for the fourth annual Hair Affair, a style event and competition to be held on Sunday, April 13, 2014. This unique event gives salons and hair stylists an opportunity to showcase whimsical and artful hair designs during a runway show and competition. Delaware salons are invited to participate by creating a hair sculpture on a live model in one of three categories: Fantasy Couture, Updo and Children.



A panel of three judges will vote during the runway show to decide which salon is the most innovative, fashion-forward and creative in each category. The winners in each category will receive a complimentary photo shoot in the Biggs Museum with *Artful / Photography*, as well as inclusion in all post-event media. This Sunday afternoon event will also feature music, champagne, desserts and a spa and pampering inspired silent auction.

New Location, New Sponsors

Due to the growth of the Hair Affair over the past three years, the Biggs Museum is moving the increasingly popular event to the Schwartz Center (just around the corner from the Biggs Museum at 226 South State Street, Dover, DE). The event will now be able to accommodate over 500 attendees which means increased exposure for participants.

There are also two new sponsors for the event this year including Delaware Today, the media sponsor, and Frankfurt Bakery, who will supply desserts for attendees.

Guidelines for Participation

- Maintain a high standard of artistic quality. While emphasis will be placed on the art hair creation, the theme should be carried from head-to-toe on the model, including wardrobe, accessories and makeup.
- Provide a live human model for their design capable of walking up and down stairs, as well as being "on display" for a good portion of the event.
- Co-promote the Hair Affair with the Biggs Museum by displaying event signage and invitations at your salon and e-marketing through your web-site, e-newsletters and social networking sites.
- Support the Hair Affair through a donation to the Silent Auction. This could be a basket of salon products or a gift certificate for services. One donation is requested for each stylist from a participating salon.
- Salons will receive significant publicity and will be listed on all promotional materials including advertisements, press releases and in the event program.
- Salons will receive two complimentary tickets to the Hair Affair (valued at \$30 each). Note: model and stylist do not require tickets.

For the additional details and the application to enter, visit www.BiggsMuseum.org. Upon review of this information, if you have questions please contact Beccy Cooper at bcooper@biggsmuseum.org or 302-674-2111 ext. 101.

Hair Affair Quick Facts

Sunday, April 13, 2014

1:30 - 4:30 p.m.

Schwartz Center, 226 S. State Street, Dover, DE

\$30 in advance/\$35 at the door

Delaware salons will take part in a friendly competition as they show off their most original hair styles during an exciting runway show. Decadent desserts provided by Frankfurt Bakery and champagne will be served. Please purchase tickets in advance. Purchase tickets at www.BiggsMuseum.org or call (302) 674-2111.

About the Museum

The Biggs Museum seeks to serve a diverse public as a regional museum of fine and decorative arts, made from 1700 to present, representing the State of Delaware and the surrounding Mid-Atlantic region. The Biggs Museum engages audiences through a compelling program of temporary exhibitions and programming. The Biggs Museum encourages the development of creativity and an appreciation for art by offering a

comprehensive slate of educational programming for all ages. The Biggs Museum of American Art is a private, non-profit 501(c) (3) organization.

Hours of Operation: Tuesday through Saturday; 9:00 a.m. until 4:30 p.m. Sunday; 1:30 p.m. until 4:30 p.m.

Admission: Biggs Museum is free to the public year-round. Fees may apply to certain programs and special events.

The Biggs Museum of American Art
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302.674.2111
www.biggsmuseum.org

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