

Tenth Annual 10 x 10 = 100 Art Show and Sale Opens at The South Street Gallery

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by Pat Rogers

The tenth annual “10 x 10=100” art show and sale at the South Street Gallery in Greenport is a holiday tradition on the North Fork. The exhibition and art sale benefits the North Fork Environment Council through sales of art made on birch plywood board supplied to the artist. It’s also probably one of the most affordable ways to acquire fine art: each art work costs \$100. Created by artists living on the North Fork, The Hamptons and Long Island, the exhibition and art sale previews today (Friday) from noon to 9 p.m. with art sales starting on Saturday at 6 p.m. While sales begin at 6 p.m., the line start forming at 4 p.m. or earlier, said gallerist Amy Worth.

“Lines begin at 4 p.m. and sometimes people have started lining up at noon,” said Worth. “The gallery is open then but sales don’t start until 6 p.m.”

This year, the “10 x 10 = 100” features around 250 art works, representing the largest show in its 10 year history, said Worth. In a nod to the show’s growing popularity, all the works can be found online at the gallery’s website. Click [here](#) to view.



"10 x 10 = 100" installed at South Street Gallery in Greenport, NY. Courtesy of the gallery.

In addition to benefiting a good cause (25% of all artwork sales go to the North Fork Environmental Council), the "10 x 10 = 100" allows almost anyone who wants to collect art to do so, said Worth. Allowing art to end up with people who wanted to buy original art was one of the reasons she founded the art sale and has kept it at \$100 per piece.

"As a gallery owner, I see people who come in who would really like to buy art but it's not affordable for them," said Worth. "This art sale gives people the chance who want to buy original art to do so."



"Strata" by Paula Ocampo. Acrylic, 10 x 10 inches. Courtesy of The South Street Gallery.



“The docks” by Jackson Runo-Wile. photograph, 10 x 10 inches.
Courtesy of The South Street Gallery.

Another fun part of the “10 x 10 = 100” is seeing the diversity of art come through the door. Like Hamptons benefits that featuring art made from cigar boxes, ceramic plates or in the form of birdhouses, having each piece spring from a 10 x 10 inch plywood board puts artist creativity on view.

Artists have made paintings on board, sculptural works, mixed media pieces (even some involving the form of a chicken) and photography affixed to board. Watercolor on paper; Conti crayon on board, mosaic as well as oil or acrylic paintings made on panel can all be found in this year’s art sale. There are even artworks that light up and twinkle, said Worth.

“Seeing the variety of the work on the wall is my favorite part,” said Worth.



“Morning Sun” by Brenda Bluestone. Acrylic, 10 x 10 inches.
Courtesy of The South Street Gallery.

Each annual art sale brings both new and returning artists and has proven popular with artists. If a prize would be awarded to the art traveling the furthest, it would be for an artwork sent from Korea. The artist had studied at C.W. Post in Nassau County. After moving back to his native Korea, he sent an artwork on board for the exhibition, said Worth.

This is, perhaps, the most dramatic example of the effort artists put into making the work on view, said Worth. The artists do receive a portion of their artwork sales but proceeds from the \$100 pricetag isn't the motivating factor (the first board is supplied by the gallery to the artists): making art and knowing it will be seen by those interested in art seem to be where satisfaction is being found by participating artists.

“The artists really put a lot of effort into making the work,” said Worth.



“Foot Loose” by Peter Treiber Jr. Paper collage, 10 x 10 inches.
Courtesy of The South Street Gallery.

Another favorite part, for Worth, is seeing the range of artists who contribute to “10 x 10 = 100.” The art exhibition and benefit sale draws both accomplished artists, beginning ones and art students. Freely contributing to the mix is a testament to both accomplished and new artists represented in the courage needed to make art and then let it stand on its own, said Worth.

“Seeing artists who work on weekend or are art students hanging their work with artists who are more accomplished is something,” said Worth. “I love seeing that. It takes a lot of guts to be able to do that and to put your work out there, for everyone to look at.”

Of course, courage doesn’t preclude the exhibition and sale from being enjoyable.

“It’s fun for both the artists and the people coming to the art sale and to see the variety that comes from a 10 x 10 birch plywood board,” said Worth.



"Still" by Kathryn Odell-Hamilton. Acrylic, 10 x 10 inches. Courtesy of The South Street Gallery.



“Better Forks” by Bryan Burke. Assemblage, 10 x 10 inches.
Courtesy of The South Street Gallery.

The “10 x 10 = 100” exhibition is installed in one of South Street Gallery’s main exhibition area and in the entrance hall. Also on view is art from gallery artists. Installed in a separate gallery spaces located on the first and second floor, art on view includes work by [Nancy Ness](#), [Eileen Dawn Skretch](#), [Ty Stroudsburg](#), [Kelly Franké](#), [Joan Berglund](#), [Roz Dimon](#), [Sheila Breck](#), [Marie-Jeanne Castadot](#), [Paul Kreiling](#), [Wendy Prellwitz](#), [Aurelio Torres](#) and [Hector deCordova](#).

BASIC FACTS: “10 x 10 = 100” opens on Friday with a preview from noon to 9 p.m. The art sale begins promptly on Saturday at 6 p.m. All art costs \$100 with 25 percent of each sale benefiting the North Fork Environmental Council. Works can also be viewed online on the gallery’s website by clicking [here](#). The exhibition and sale will also be on view for Greenport’s Gallery Walk taking place on Friday from 6 to 9 p.m. in the Greenport Village. South Street Gallery is located at 18 South Street, Greenport, N.Y. 11944. www.thesouthstreetgallery.com.

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