

# MASS MoCA

## NEWS RELEASE

For Immediate Release  
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## 2014 FreshGrass Award Open for Submissions

\$15,000 in prizes offered to the brightest up-and-coming bluegrass talent in three categories: Band, Duo, and Banjo

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*North Adams, Massachusetts* – The **FreshGrass Award**, a highlight of the eponymous three-day bluegrass and roots music festival held each fall at MASS MoCA, crowns up-and-coming musicians who offer a fresh take on the genre. Now in its second year, the Award expands from one category to three – giving unsigned bands, duos, and banjo players a chance to compete for cash prizes totaling \$15,000, recording time at Compass Records’ studio in Nashville, and a main stage slot at FreshGrass 2015. The competition, judged by a panel of industry professionals, is held concurrently with the festival on September 19-21, 2014, and contest performances are open to the festival audience.

To enter, contestants submit two videos via the festival’s website [freshgrass.com](http://freshgrass.com) - one live performance of an *original composition* and one live performance of a bluegrass *traditional*. Notes festival producer Chris Wadsworth, “We want to hear musicians who know the rules well enough to break them!”

Submission videos are judged by originality, instrumental/vocal skill, and bluegrass proficiency. Award finalists are notified of their Award slot in mid-August. The contest runs on an indoor stage throughout the festival. The winner is announced on the festival main stage on Sunday afternoon, September 21<sup>st</sup>.

Developed in an effort to boost the careers of promising young musicians, the FreshGrass Award looks for future stars of the bluegrass festival circuit. 2013 Award winner Cricket Tell the Weather has filled clubs around the northeast since its FreshGrass debut last year, and performs at this year’s festival. “It’s a thrill,” Wadsworth continues, “to watch the next generation of music-makers hunker down in this contest while the top bluegrass musicians in the country are playing right outside the doors on festival stages, jamming in workshops, picking in the courtyards, and sometimes popping on to the contest stage to have a listen.”

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### **About FreshGrass**

An opportunity for enthusiasts to both appreciate and participate, FreshGrass is a family-friendly festival, brimming with bright talent on our four stages, and also in our galleries, brick-lined courtyards and grassy field. FreshGrass is more than a festival – the event and its website are a hub for the bluegrass community.

Music starts early in the museum courtyards, moves to a spacious (and grassy!) urban concert meadow, and continues well after dark with wild and woolly late-night barn dances in the Hunter Center on Friday and Saturday nights. Instrument-specific workshops and industry seminars are offered in conjunction with Berklee College of Music and its American Roots Program, and often feature guest musicians from the festival. The FreshGrass Award gives \$15,000 in cash and prizes, rewarding fresh takes on bluegrass.

The festival continues to be one of the best values on the festival circuit. Limited-time, early-bird, three-day festival passes are available for \$87 adults, \$77 students, and \$43 children 7 to 16. Children 6 and under are admitted free. Single-day tickets may be offered closer to the event, on a space-available basis. Museum members receive a 10% discount on the regular ticket prices, but membership discounts do not apply to the early-worm and early-bird discounted ticket prices. The festival will be held rain or shine.

### **The FreshGrass 2014 Lineup**

The Carolina Chocolate Drops, Railroad Earth, Béla Fleck & Abigail Washburn, Sam Bush, The Infamous Stringdusters, David Grisman Sextet, The Gibson Brothers, Alison Brown, Valerie June, Aoife O'Donovan, Rodney Crowell, Sam Amidon, Liam Ó Maonlaí, Michael Cleveland & Flamekeeper, Claire Lynch, Darol Anger, Martha Redbone Roots Project, Cricket Tell The Weather

### **Sponsorship and Partners**

FreshGrass is sponsored by Compass Records, American Roots Music Program at Berklee College of Music, the Porches Inn, Chronogram, and The Fretboard Journal. FreshGrass is a coproduction of MASS MoCA and FreshGrass, LLC.

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### **About MASS MoCA**

MASS MoCA is one of the world's liveliest (and largest) centers for making and enjoying today's most important art, music, dance, theater, film, and video. Hundreds of works of visual and performing art have been created on its 19<sup>th</sup>-century factory campus during fabrication and rehearsal residencies, making MASS MoCA among the most productive sites in the country for the creation and presentation of new art. More platform than box, MASS MoCA strives to bring to its audiences art experiences that are fresh, engaging, and transformative.

From June 21 through September 1, 2014, MASS MoCA's galleries are open 10am to 6pm every day, Sundays through Wednesdays, with extended evening hours to 7pm on Thursdays through Saturdays, when performing arts events are often featured. In non-summer months, MASS MoCA's galleries are open 11am to 5pm every day except Tuesdays. The Hall Art Foundation's Anselm Kiefer exhibition is open seasonally, Spring – Fall. As of June 21, 2014, gallery admission is \$18 for adults, \$16 for veterans and seniors, \$12 for students, \$6 for children 6 to 16, and free for children 5 and under. Members are admitted free year-round. For additional information, call [413.662.2111 x1](tel:413.662.2111) or visit [massmoca.org](http://massmoca.org).

### **Additional**

[freshgrass.com](http://freshgrass.com)

[twitter.com/freshgrassfest](https://twitter.com/freshgrassfest)

[facebook.com/FreshGrassGreatMusicUprooted](https://facebook.com/FreshGrassGreatMusicUprooted)

[youtube.com/FreshGrassFestival](https://youtube.com/FreshGrassFestival)

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