

PROSPECTUS: *TWELVE*: Balance

Entry Deadline: October 22, 2017

Exhibit: December 6, 2017 – January 6, 2018

OPEN CALL FOR ENTRIES

Balance is the theme of the 2017 *Twelve* exhibit, Viewpoint Gallery's annual December juried show. In life, balance is the oft sought equilibrium of daily activities from menu planning, exercise, speaker output, tire maintenance, and checkbooks. It is the obviously necessary skill of the tight rope walker, bicyclist, ballet dancer and bowler at the line. As a principle of art and design, balance describes compositional arrangement such as symmetrical, asymmetrical or radial, but in broader understanding, artistic balance indicates the totality of elements working together for meaning and visual impact. Balance itself can be symbolized simply by the placement of the horizon line or by the dramatic tilt of mast and sail against the wind. Balance is in the internal tug of subjects vying for attention within the frame or the quiet push of opposing space or textures. Within the craft of photography balance is tonal range, contrast, and color corrected to match expectation. Yet while balance comforts in its seeming correctness and familiarity, perhaps art is most interesting just at the edge of being out of whack. The principle of balance is open for your photographic interpretation. Any subject and photographic approach is invited for this juried exhibit.

Viewpoint Gallery welcomes your creativity and craftsmanship on the theme: Balance.

AWARDS	1 st Place – \$312
	2 nd Place – \$212
	3 rd Place – \$112

Three Honorable Mentions – Viewpoint Workshop valued at \$85.

JUROR INFORMATION

Jane Edberg uses both analog and digital cameras to produce her artworks. Her photography frequently combines images with text. Although Edberg's main media is photography combined with writing, she often incorporates painting, sculpting and mixed media into her artwork. She has also made videos, films, composed music, choreographed dance performances, danced and directed major art performance venues. Edberg's range of artistic interests and appreciation makes her well suited for judging the work submitted for *Twelve*: Balance. Jane earned her Bachelor of Fine Arts in Performance Art, Photography and Painting and her Masters of Fine Arts in Photography and Performance Art from the University of California at Davis. She is currently a Professor of Art at Gavilan College. She teaches Art Appreciation, Design and both digital and analog photography. Her current project is a photo illustrated memoir called "The Fine Art of Grieving".

ENTRY FEE

1 image: \$12

2-4 images: \$36

5-6 images: \$48

You are responsible for uploading your image submission(s) to on the [Call for Entries](#) page at www.viewpointgallery.org.

Note: The non-refundable entry fee is charged when your online entry is submitted. Submit up to six (6) images. Multiple images sets, such as triptychs and diptychs, are considered to be one image and should be submitted as one file. If you enter more than 6 images, only 6 will be judged.

HOW TO SUBMIT IMAGES

1. *TWELVE: Balance* is an open call for all artists to submit photographs of any subject interpreting the theme. The maximum size including the mat is 18 x 24. For prints not presented in traditional gallery mats (e.g., prints on aluminum), the maximum overall size is also 18x24.
2. All submissions must be made online through the Viewpoint website under [Call for Entries](#) using [EntryThingy](#).
3. Submissions must be completed by Sunday, October 22, 2017, at midnight PDT.
4. You may submit up to six images. A diptych, triptych, etc., counts as one image and should be submitted as one file. Entry fees, which must be paid at the time of submission, are: 1 image: \$12; 2-4 images: \$36; 5-6 images: \$48. The entry fee is non-refundable.
5. Prepare digital files as JPEG format with Image Quality set to High. Each image should be at least 1000 pixels in the longest dimension, and no larger than 8 MB. (For multiple-image works – for example, a diptych or triptych – include all constituent images in a single file.)
6. Do not use a watermark on any image.
7. Give each submitted image file a descriptive title that *does not* include your name.
8. Direct any questions by email to exhibit@viewpointgallery.org with “TWELVE” in the subject heading.
9. All images will be juried in electronic format as submitted. The decisions of the juror and Viewpoint are final.

ENTRIES ACCEPTED FOR EXHIBITION

1. You will be notified via email by October 30, 2017 if your work is accepted for *TWELVE: Balance*.
2. Work submitted for exhibition should meet professional presentation standards and employ only archival materials and methods. Typically, this means white overmat and backing board, hinged with tape, and prints mounted on the backing using corners, tape, or dry-mount tissue. Due to the display method used by Viewpoint, total thickness should not exceed 3/16 inch (4 mm). Alternative presentation styles such as images printed on aluminum or canvas are also acceptable in the exhibit. *Do not frame your print(s); no framed work will be exhibited.*
3. On the reverse side of each print, clearly label your print with your name, the title, medium, and price. We encourage you to make your prints available for purchase and to set the sale price as a multiple of 12: for example, \$96, \$108, \$144, \$160, \$360, etc.
4. Matted prints will be exhibited behind acrylic glazing. Viewpoint will provide acrylic glazing for standard-sized mats of 8x10, 9x12, 11x14, 16x20 and 18x24. If you use a different-sized mat, you must provide acrylic glazing of the same size.
5. Deliver matted prints in sleeves. For other presentation styles, deliver prints in appropriate protective material.
6. Prints must be delivered to Viewpoint between November 8 and November 25, 2017. In-person delivery must be during regular gallery hours. Shipped entries must be packaged securely in a sturdy shipping container, and must include postage, insurance, and address label for return shipping.
7. Final acceptance of entries in *TWELVE: Balance* is at the Curatorial Committee's discretion after viewing the delivered prints. If a print does not match the appearance of the submitted image file, or if the print quality or presentation is not suitable for exhibition, Viewpoint may ask for the problem to be corrected or may decline to exhibit the print.
8. For this exhibit, buyers will be allowed to take a print at the time of purchase. Artists may choose to replace a sold print with another copy of the same image.
9. Exhibitors are encouraged to attend the Reception for Members, Artists, and Guests on Friday, December 8, 6:00 – 8:30 p.m. Awards will be given at this reception.
10. Exhibited prints must be picked up between January 10 and January 31, 2018 (unless return shipping is arranged). *Any work not retrieved by June 2018 becomes the property of Viewpoint.*

CONTRACTUAL INFORMATION

- a) You must be the creator and owner of the copyright for all images you submit. You will retain copyright of all images, but you are permitting Viewpoint Photographic Art Center to display images on our website and use them to publicize and promote *TWELVE: Balance* for no extra fees or royalties. (Publicity use may include, but is not limited to, publication in any printed materials, advertisements, electronic media, catalog, and viewpointgallery.org.)
- b) Viewpoint assumes that the artist has and is responsible for all appropriate permission(s) for use and/or sale of all images submitted.
- c) If Viewpoint sells an exhibited print, 50% of the purchase price goes to the artist and the remaining 50% is retained by Viewpoint. Checks for the artist's portion of sales will be mailed after the close of the exhibit.
- d) Any disputes over an image will result in the image being removed immediately the gallery.
- e) As the artist, you are solely responsible for the cost, care, protection, and insurance of your artwork during shipment to and from Viewpoint. For exhibited work, Viewpoint's responsibility and liability arising from or connected with any damage or loss of any art object(s) or accessory thereof, whether from negligence, carelessness, fire, theft, conversion, or any other cause whatsoever, is limited to the artist's 50% commission on the retail value of the work.
- f) Upon registering and submitting your image(s), you are declaring that your submission(s) meet Viewpoint's guidelines and that you are agreeing to the published terms.

CALENDAR FOR *TWELVE: Balance*

October 22	Deadline for submission of entries
October	Announcement of accepted entries
November 8 – 25	Delivery of exhibit-ready prints to Viewpoint
December 6	Exhibit Opens
December 8	Reception for members, artists and friends; 6:00 to 8:30 p.m. Awards announced.
December 9	Second Saturday Reception; 5:30 – 9:00 p.m.
January 6	Last day of the exhibit
January 10 – 31	Artists pick up unsold prints