

— PROSPECTUS —

TWELVE: Work of Art

Entry Deadline: October 19, 2018
Exhibit: December 4, 2018 – January 5, 2019

OPEN CALL FOR ENTRIES

Work of Art is the theme for Viewpoint Photographic Art Center's 10th annual juried show, *TWELVE*. Work of Art brings attention to the entire process of creating a photograph. It comes as no surprise to photographers, but there is a good deal more to making a well-crafted, meaningful photograph than a good camera with the right lens. Such photographs involve the preparation for "being there" as well as choosing the right place, the right time, right framing, right ISO, right shutter speed, and right aperture. Even these speak only to the initial capturing of the image. The interpretations that follow are partners in the making process, the work. The editing decisions of post processing are an enormous part of the work whether at the computer or in the darkroom. Nor is making a final print the end of the work. Now there are decisions about the size, color and style of the mat, plus where to sign and how to title the work. All these things and much more go into making an artful photograph that is an expression of the photographer's idea. After all of it, the final word or last decision might be to share the photograph with others. This is the opportunity photographers have in Viewpoint's *TWELVE*: Work of Art.

Viewpoint welcomes your creativity and craftsmanship in interpreting the theme, Work of Art. Any subject and photographic approach is invited for this open call juried exhibit.

AWARDS

1st Place – \$312

2nd Place – \$212

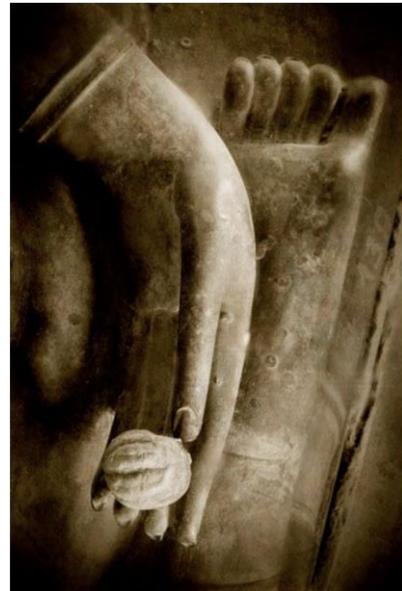
3rd Place – \$112

Three Honorable Mentions – Viewpoint Workshop valued at \$95.

JUROR INFORMATION

Richard Murai is the Assistant Director of the Center for Photographic Art in Carmel. Rick taught creative photography at Yuba College for more than thirty years. His passion for documenting sacred sites around the world has taken him to over thirty-five countries both as a traveler and a teacher leading image making workshops. His published work has been featured in BBC Online, Shots Magazine, Silvershotz International (AU), and multiple issues of Lenswork. His photographs have garnered numerous awards including Travel Photographer of the Year (tpoty.com) and Black & White Spider and Photo.com/The Mind's Eye. Rick was the recipient of the Best of Show award at CPA's 2014 International Juried Portfolio Competition. He is represented by Weston Gallery in Carmel.

Examples of Murai's work can be seen at www.richardmurai.com



ENTRY FEE

1 image: \$12

2-4 images: \$36

5-6 images: \$48

You are responsible for uploading your image submission(s) to www.viewpointgallery.org under Call for Entries.

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.

Email to exhibit@viewpointgallery.org with "TWELVE" in the subject heading if you need help.

HOW TO SUBMIT IMAGES

1. *TWELVE: Work of Art* is an open call for all artists to submit photographs of any subject and print medium. The maximum size including the mat is 22 x 28. For prints not presented in traditional gallery mats (e.g., prints on aluminum), the maximum overall size is also 22 x 28.
2. All submissions must be made online through the Viewpoint website under Call for Entries using EntryThingy (www.viewpointgallery.org/exhibit/calls).
3. Submissions must be completed by Friday, October 19, 2018, 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 1200 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.) Sizing suggestion: set your ppi to 300.
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, 2018 if your work is accepted for *TWELVE: Work of Art*
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. Please avoid foam core backing. 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. Include the Print Identification Sheet inside the sleeve. 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, 18x24 and 22x28. 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 7 and November 24, 2018. 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: Work of Art* 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 7, 6:00 – 8:30 p.m. Awards will be given at this reception.
10. Exhibited prints must be picked up between January 8 and February 2, 2019 (unless return shipping is arranged). *Any work not retrieved by April 1, 2019 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: Work of Art* 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 30 days after the close of the exhibit.
- d) Any disputes over an image will result in the image being removed immediately from 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) Any work exhibited in *TWELVE: Work of Art* that is not retrieved by April 1, 2019 becomes the property of Viewpoint Photographic Art Center.
- g) 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: Work of Art*

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| October 19 | Deadline for submission of entries online. |
| October 30 | Announcement of accepted entries. |
| November 7 – 24 | Delivery of exhibit-ready prints to Viewpoint. |
| December 4 | Exhibit opens. |
| December 7 | Reception for members, artists, and guests, 6:00 - 8:30 p.m. Awards announced. |
| December 8 | Second Saturday Reception, 5:00 - 9:00 p.m. |
| January 5 | Last day of the exhibit. |
| January 8 – Feb 2 | Artists pick up unsold prints. Any unsold prints not picked up by April 1, 2019 becomes the property of Viewpoint Photographic Art Center. |

Thank You for Supporting Viewpoint Photographic Art Center

Print Identification Sheet

Twelve: Work of Art

Viewpoint Photographic Art Center Juried Exhibition

If your print(s) are accepted for the exhibit, include this form inside the print sleeve(s). Please be sure to sign your work.

ENTRY NUMBER (For Viewpoint Staff Only) _____

ARTWORK INFORMATION

Print Title: _____

Photographic Medium Used (Circle):

Gelatin Silver Archival Inkjet Aluminum Canvas Alternative Process or

Other (Specify) _____

Price or NFS (Not for Sale): _____

Number of Additional Prints for Sale ((Matted or Not Matted): _____

Print Size Height x Width : _____

Mat Size Height x Width: _____

Electronic File Submitted: Yes No

ARTIST INFORMATION

Artist Name: _____

Phone Number: _____

Email Address: _____

Mailing Address: _____

Return Mailing Fees and Materials Submitted: Yes No