

— PROSPECTUS —

TWELVE: Visual & Verbal

Entry Deadline: October 12, 2019
Exhibit: December 10, 2019 – January 4, 2020

OPEN CALL FOR ENTRIES

Visual & Verbal is the theme of the 11th annual juried show, *TWELVE*. Visual & Verbal focuses on the relationship of words to pictures, specifically to photographs. These two realms, visual and verbal, come from different portions of our brains and obviously have different roles in communication. But they are partners. The exhibit *Twelve: Visual & Verbal* explores that complex and stimulating partnership. The photographic subject matter and methods are wide open, limitless. However, words should accompany photographic entries in one or both of the following ways:

1. The image contains whole or partial letters, words or numbers in any language as a design element. These textual elements might appear in the original photograph, such as a street signs, or may be added to the image, for example, handwritten or digitally applied text.
2. The title extends the meaning of the photograph.

Viewpoint welcomes your concepts, creativity and craftsmanship in interpreting the theme, Visual & Verbal. Any subject and photographic approach is invited for this juried open call exhibit.

AWARDS

1st Place – \$312

2nd Place – \$212

3rd Place – \$112

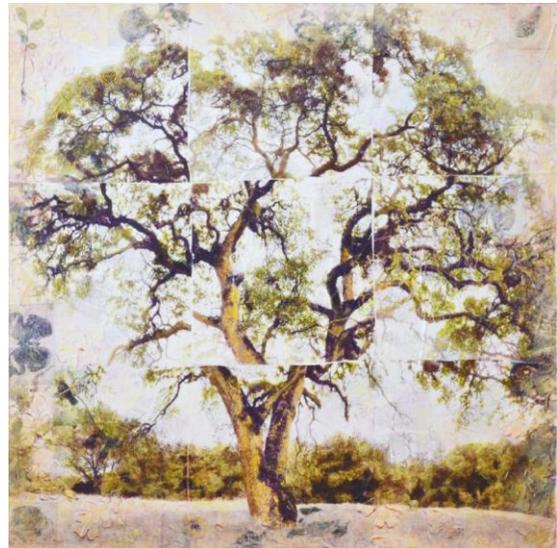
Three Honorable Mentions – Viewpoint Workshop valued at \$95.

JUROR INFORMATION

Judith Monroe is a mixed media artist whose photographic background includes traditional and alternative processes. Inspired by nature and her faith, Monroe incorporates painting, drawing, coloring, textures, found objects, words, and even small structures into her evocative photographic studies. “I find beauty in things that seem commonplace,” she explains. Monroe is also a photographic educator who teaches both analog and digital methods. As an educator, she is accustomed to viewing and understanding a wide range of ideas historic and current approaches. She knows the importance of craft to deliver the photographer’s vision.

Monroe’s art work can be seen at Sparrow Gallery in Sacramento and Xanadu Gallery in Scottsdale, Arizona.

To view other examples of her work online: judithmonroe.com



Tree of Knowledge

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.

HOW TO SUBMIT IMAGES

1. *TWELVE: Visual & Verbal* is an open call for all artists to submit photographs of any subject and print medium. 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 18 x 24.
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 Saturday, October 12, 2019, 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 on 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.) Do not use a watermark on any image.
6. Give each submitted image file a descriptive title that *does not* include your name.
7. All images will be juried in electronic format as submitted. The decisions of the juror and Viewpoint are final.
8. Download the Prospectus. It will not be available on line after the Call ends.
9. Direct any questions by email to exhibit@viewpointgallery.org with “TWELVE” in the subject heading.

ENTRIES ACCEPTED FOR EXHIBITION

1. You will be notified via email by October 30, 2019 if your work is accepted for *TWELVE: Visual & Verbal*
2. Work submitted for exhibition should meet professional presentation standards and employ only archival materials and methods. Typically, this means white over mat 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 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 6 and November 27, 2019. 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 a prepaid address label for return shipping.
7. Final acceptance of entries in *TWELVE: Visual & Verbal* 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 that the problem 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 13, 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 5, 2020 (unless return shipping is arranged).

CONTRACTUAL INFORMATION

1. 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: Visual & Verbal* 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.)
2. Viewpoint assumes that the artist has and is responsible for all appropriate permission(s) for use and/or sale of all images submitted.
3. 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 will be mailed 30 days after the close of the exhibit.
4. Any disputes over an image will result in the image being removed immediately from the gallery.
5. 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.
6. Multiple copies of images/work will be sold by Viewpoint only if the artist agrees to deliver finished prints to the gallery within two weeks of the exhibit's conclusion, at which time the gallery will fulfill the orders.
7. Any work exhibited in *TWELVE: Visual & Verbal* not retrieved by April 1, 2020 becomes the property of Viewpoint Photographic Art Center.
8. 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: Visual & Verbal*

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| October 12 | Deadline for submission of entries online. |
| October 30 | Announcement of accepted entries. |
| November 6 – 27 | Delivery of exhibit-ready prints to Viewpoint. |
| December 10 | Exhibit opens. |
| December 13 | Reception for Members, Artists, and Guests, 6:00 - 8:30 p.m. Awards announced. |
| December 14 | Second Saturday Reception, 5:00 - 9:00 p.m. |
| January 4 | Last day of the exhibit. |
| January 8 – Feb 5 | Artists pick up unsold prints from Viewpoint Gallery. |

Thank You for Supporting Viewpoint Photographic Art Center!

TWELVE: Visual & Verbal

Print Identification Sheet

ENTRY NUMBER (For Viewpoint Staff Only)

ARTWORK INFORMATION include with each print accepted into the exhibit

Print Title: _____

Photographic Medium Used (Circle):

Gelatin Silver

Archival Inkjet

Aluminum

Canvas

Alternative Process (Specify) _____ Other: (Specify) _____

Price or NFS (Not for Sale): _____

Number of Additional Matted Prints for Sale: _____

Print Size Height x Width in inches: _____(H) x _____(W)

Matt Size Height x Width in inches: _____(H) x _____(W)

ARTIST INFORMATION (Please Print)

Artist Name: _____

Phone Number with Area Code: _____

Email Address: _____

Mailing Address: _____

Return Mailing Fees and Materials Submitted _____(Y/N)

VERIFICATIONS

As an entrant in 2019 *TWELVE*: Visual & Verbal, I verify that:

- I created and own the artwork submitted;
- I have read the Submission Specifications and Contractual Issues and agree to the terms and conditions for submission, display and sales.

Artist/Owner Signature _____ Date _____

VIEWPOINT Staff - ONLY

Date Received: _____ Received By: _____