

— PROSPECTUS —

TWELVE: Hindsight 20|20

Entry Deadline: October 17, 2020
Exhibit: December 8, 2020 – January 2, 2021

OPEN CALL FOR ENTRIES

Hindsight 20|20 is the theme of the 12th annual juried show, *TWELVE*. During a year of unexpected upheaval and startling adjustments at every level of society, Hindsight 20|20 provides photographers with the opportunity to look back at and explore a subject of interest from any time period. All photographs have a retrospective quality both for the maker and for the viewer. As Aldous Huxley said, "The more you know, the more you see." Viewpoint welcomes your concepts, creativity and craftsmanship in interpreting the Hindsight 20|20 theme. All photographic techniques are acceptable 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

Sharmon Goff is an educator, photographer and traveler. She is professor emerita at California State University, Sacramento where she was the chair of the Department of Design and Photography Program. Hundreds of photographers have benefitted from her critiques, knowledge, humor, and encouragement. She received her MFA from University of California, Davis with a concentration in photography. Sharmon's large format color photographs have been reproduced in numerous publications and shown at local and international galleries and museums including: The Crocker Art Museum and Viewpoint Photographic Art Center, Sacramento; Pennsylvania State University; The Ledel Gallery and The Chautauqua Galleries, New York; The Chinese Photographic Association Gallery, Beijing; and Camerawork, San Francisco. She is a Charter Member of Viewpoint Photographic Art Center.

Sharmon Goff's work may be viewed on Instagram.

ENTRY FEES

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 images. A multiple image set, such as a triptych or a diptych, will be treated as one image and should be submitted as one file.

HOW TO SUBMIT DIGITAL IMAGES FOR JUROR'S REVIEW

1. Download the Prospectus; it will not be available online after the Call ends.
2. All submissions must be made online through the Viewpoint website under Call for Entries using EntryThingy (www.viewpointgallery.org/exhibit/calls).
3. The maximum print size in the exhibit including the mat is 18" x 24". Square images may be a maximum of 20" x 20". For prints not presented in traditional gallery mats (e.g., prints on aluminum), the maximum overall size is 18"x24".
4. Size the digital file with the longest side of your digital image no longer than 1200 pixels. For multiple-image works, such as a diptych or triptych, include all images as a single file.

5. The file name for your digital image should be no longer than 29 characters. Do not include your name in the file name.
6. Save each digital file as a JPEG with Image Quality on High and sRGB color space. Do not use a watermark. The file size should be no larger than 2MB. If your image is accepted, this file will be used for Viewpoint's online gallery.
7. Submit the JPEG online through the Viewpoint website under Call for Entries using EntryThingy www.viewpointgallery.org/exhibit/calls. If you have not used EntryThingy before, the link How To Use EntryThingy is on the web page with the Prospectus.
8. All images will be juried in electronic format as submitted. The decisions of the juror and Viewpoint are final.
9. Submissions must be completed by Saturday, October 17, 2020, at midnight PT.
10. Email any questions to exhibit@viewpointgallery.org with TWELVE in the subject heading

ENTRIES ACCEPTED FOR EXHIBITION

1. All images will be juried as submitted in electronic format. The decisions of the juror and Viewpoint are final.
2. You will be notified via email by November 2, 2020 if your work is accepted for *TWELVE: Hindsight 20|20*.
3. The maximum size for a print with a mat is 18" x 24" or 20" x 20" square. For prints not presented in traditional gallery mats (for example, prints on aluminum), the maximum overall size is 18" x 24".
4. Viewpoint will provide acrylic glazing for matted prints in the following sizes: 8x10, 9x12, 11x14, 16x20, 18x24 and 20x20. If you use a different-sized mat, you must provide acrylic glazing of the same size.
5. Submitted work(s) should meet professional presentation standards. Only use archival materials and methods.
Do not frame your print(s). No framed work will be exhibited.
 - a. The over mat must be white. Hinge the mat and backing board with tape and mount prints on the backing board with corners, tape, or dry-mount tissue. Please do not use foam core backing. Due to the display method used by Viewpoint, total thickness should not exceed 3/16 inch (4 mm).
 - b. Alternative presentation styles, such as images printed on aluminum or canvas, are also acceptable.
6. Label the reverse side of each print with your name and title of the image. NOTE: Titles for prints displayed in the gallery may be longer than 29 characters.
7. Place the matted print (or alternative medium) in a sleeve or appropriate protective material. Include the Print Identification Sheet (see last page of this Prospectus) inside the sleeve.
8. We encourage you to set the sale price as a multiple of 12: for example, \$96, \$108, \$144, \$160, \$360, etc.
9. Prints must be delivered to Viewpoint between November 7 and November 21, 2020.
 - a. In-person deliveries must be made during gallery hours.
 - b. Pack entries to be shipped in a sturdy container, and include insurance and a prepaid address label for return shipping. Viewpoint recommends Fed Ex or UPS for shipping.
10. 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.

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: Hindsight 20|20* for no extra fees or royalties. Publicity use may include, but is not limited to, publication in any printed materials, advertisements, catalogs, and electronic media, including Viewpoint's website.
2. As the artist, you represent that you have and are responsible for all appropriate permission(s) for use and/or sale of all images submitted.
3. Final acceptance of entries in *TWELVE: Hindsight 20|20* 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 request a correction or may decline to exhibit the print.
4. If Viewpoint sells an exhibited print, the artist will receive 50% of the purchase price and Viewpoint will retain the remaining 50%. Checks for the artist's portion will be mailed 30 days after the close of the exhibit.
5. Any disputes over an image will result in the image being removed immediately from the gallery.
6. 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, is limited to the artist's 50% commission on the retail value of the work.
7. 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.
8. Exhibited prints must be picked up between January 7 and February 6, 2021 (unless shipping has been arranged). Any work exhibited in *TWELVE: Hindsight 20|20* that is not retrieved by April 1, 2021 becomes the property of Viewpoint Photographic Art Center.
9. Upon registering and submitting your image(s), you are declaring that your submission(s) meet Viewpoint's guidelines and that you are agreeing to these terms.

CALENDAR FOR *TWELVE: Hindsight 20|20*

- October 17 Deadline for submission of entries online.
- November 2 Announcement of accepted entries.
- November 5 – 21 Delivery of exhibit-ready prints to Viewpoint.
- December 8 Exhibit opens online. Awards announced.
- December 10 Gallery opens.
- January 2 Last day of the exhibit.
- January 7 – February 6 Artists pick up unsold prints from Viewpoint Gallery

Thank You for Supporting Viewpoint Photographic Art Center!

**TWELVE: Hindsight 20|20
Print Identification Sheet**

(include separate sheet with each print accepted into the exhibit)

ENTRY NUMBER (For Viewpoint Staff Only)

ARTWORK INFORMATION

Print Title: _____
(May be longer than 60 characters)

Photographic Medium Used (Circle):

Gelatin Silver Archival Inkjet Aluminum Canvas

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

Price or NFS (Not for Sale): _____

Number of Additional Prints for Sale: _____

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

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

ARTIST INFORMATION (Please Print)

Artist Name: _____

Email Address: _____

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

Mailing Address for shipped images: _____

Phone Number with Area Code: _____

VERIFICATIONS

As an entrant in 2020 *TWELVE: Hindsight 20|20*, I verify that:

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

Artist/Owner Signature _____ Date _____

VIEWPOINT Staff - ONLY

Date Received: _____ Received By: _____