

— PROSPECTUS —

## Viewpoint: A 30 Year Legacy

Digital Entry Deadline: November 19, 2020

Exhibit: February 9, 2021 – March 6 2021

### INVITATIONAL CALL FOR ENTRIES

Viewpoint Photographic Art Center will celebrate its 30th Anniversary as a non-profit arts organization. The Viewpoint Legacy is one of commitment, excellence, outreach and collaboration. These are the main elements that have helped Viewpoint become a leader in the photographic arts movement in our region, but the real power behind Viewpoint's success is in the people. Members, supporters, volunteers –past and current – all stepping up to support a love of photographic art and the desire to share it, and watch it grow as a movement. We recognize your commitment and support to Viewpoint, and we thank you. *We are inviting you, one of our legacy supporters, to join us in the exhibit with a piece of your photographic artwork.*

The exhibit will be displayed in the Step Up and Main Gallery. Submission is limited to one print per person. New work that has not been displayed previously at Viewpoint or other galleries is preferred. Submissions are not limited to a particular theme or form of photography. There is no entry fee.

Entering is a two-step process.

- (1) Register your photographic entry online using EntryThingy through the Viewpoint website. The registration period is from September 10 - November 19, 2020.
- (2) After registering your submission on EntryThingy, take or ship your print to Viewpoint during the print submission period. The submission period for prints is from Thursday, December 3, 2020 to Saturday, January 16, 2021 during gallery hours.

You are responsible for uploading your image submission to [www.viewpointgallery.org](http://www.viewpointgallery.org) under Call for Entries.

### HOW TO SUBMIT DIGITAL IMAGES

1. Download the Prospectus; it will not be available online after the Call ends. Viewpoint : A 30 Year Legacy is an invitational call to submit one image.
2. All submissions must be made online through the Viewpoint website under Call for Entries using EntryThingy ([www.viewpointgallery.org/exhibit/calls](http://www.viewpointgallery.org/exhibit/calls)). Submissions must be registered by Thursday, November 19, 2020.
3. 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". For panoramic prints, 28" in length is the size limit. You may register only one image. A diptych, triptych, etc., counts as one image and should be submitted as one file.
4. Size the file to be 1200 pixels on the longest side and no larger than 2 MB. For multiple-image works – such as a diptych or triptych – include all constituent images as a single file.
5. Include your name on the file with the title for your digital image. The title should be no longer than 29 characters for the online gallery. Example: smith\_gene\_duneshadowdeathvalley.jpg NOTE: Titles for prints displayed in the gallery may be longer than 29 characters.
6. Save each digital file as JPEG with Image Quality on High and sRGB color space. Do not use a watermark. 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](http://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. Email any questions to [exhibit@viewpointgallery.org](mailto:exhibit@viewpointgallery.org) with Legacy in the subject heading

## ENTRIES IN THE GALLERY EXHIBITION

1. Deliver prints to Viewpoint between December 3, 2020 and January 16, 2021.
  - 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.
2. The maximum size for a print with a mat is 22 x 28 inches or 20 x 20 inches square. For prints not presented in traditional gallery mats (for example, prints on aluminum), the maximum overall size is 22 x 28.
3. Viewpoint will provide acrylic glazing for matted prints in the following sizes: 8x10, 9x12, 11x14, 16x20, 18x24, 22 x 28 and 20x20. If you use a different-sized mat, you must provide acrylic glazing of the same size at the time of print delivery.
4. 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.
5. Label the reverse side of each print with your name and title of the image. 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.
6. Exhibited prints must be picked up between March 11 - April 10, 2021 (unless return shipping is arranged). Any work not retrieved by June 12, 2021 becomes the property of Viewpoint.

## TERMS OF ENTRY

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 Viewpoint: *A 30 Year Legacy* 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. 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.
4. Any disputes over an image will result in the image being removed immediately from the gallery.
5. 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.

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. Exhibited prints must be picked up between March 11 and April 17, 2021 (unless shipping has been arranged). Any work exhibited in Viewpoint: *A 30 Year Legacy* that is not retrieved by May 8, 2021 becomes the property of Viewpoint Photographic Art Center.
8. Upon registering and submitting your image, you are declaring that your submission meet Viewpoint's guidelines and that you are agreeing to these terms.

#### CALENDAR FOR Viewpoint: *A 30 Year Legacy*

- |                         |   |
|-------------------------|---|
| September 10            | Registration of entries begins online.  |
| November 19             | Deadline for registration of entries online.                                    |
| December 3 – January 16 | Delivery of exhibit-ready prints to Viewpoint. Check website for holiday hours. |
| February 9              | Exhibit opens online.   |
| February 11             | Gallery opens.  |
| March 6                 | Last day of the exhibit.  |
| March 11 – April 17     | Artists pick up unsold prints from Viewpoint during gallery hours.              |

**Thank You for Your Continuing Support of Viewpoint Photographic Art Center**

**Viewpoint: A 30 Year Legacy**  
**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 Viewpoint: A 30 Year Legacy, 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: \_\_\_\_\_