

Call for Entries



Watercolors All Around, But Not A Drop To Drink

Your opportunity to exhibit in one of the largest and most visible art venues in Ventura County! Thousands of people pass through the space every weekday!

ABOUT THE SHOW (A Juried Exhibition, Cash Awards)

Theme - Water is an important topic currently and so it is fitting that we pay homage to this essential of life with a show of watercolor works. They can be realistic, impressionistic, abstract, or... The subject matter can be just as expansive. Large or small we are looking for the full spectrum of watercolor works.

Selection Process & Awards - Our professional judge is Susan Petty, well known for her local landscapes, still life settings, and flowers. Her work has been exhibited widely in museums and fine art galleries including the Museum of Ventura County.

KEY EXHIBIT DATES

- ◆ **CD or Email image received by VCAC by**
Wednesday, March 31, 2010 5:00pm
- ◆ **Notification via Email by**
Friday, April 9, 2010
- ◆ **Art Bring-in to the Atrium Gallery**
Wednesday, April 14, 2010
12:00 noon – 2:00pm
- ◆ **Exhibition opens**
Friday, April 16, 2010
- ◆ **Reception**
Thursday, April 22, 2010
5:30 – 7:00pm
- ◆ **Art Pick-up**
Wednesday, June 2, 2010
10:00am -12:00 noon

*Artwork may NOT be removed before this date,
unless permitted by VCAC*

ELIGIBLE WORKS

1. Artwork is consistent with Show Theme.
2. Original work produced in last two years and not previously exhibited in the Atrium Gallery.
3. The artist resides in Ventura, Santa Barbara, or Los Angeles Counties.
4. The work can be exhibited using the available spaces and mounting systems of the gallery, and is "prepared" to the standards listed herein (see "About the Atrium Gallery" below).
5. The work projects not more than 12" from the wall, and is no smaller than 12" x 12" or larger than 72" x 72"; OR be a free-standing work. Discuss exceptions to these standards with the Arts Council staff before submitting work.
6. The content of the work is appropriate for the work place in which the gallery is located.

ENTRY FORM & FEES

An Entry Form (with fee information) must accompany each submission of images. *There is no entry fee for curated shows.* See Image Submission information below.

AWARDS FOR COMPETITIVE SHOWS

Cash awards will be provided from the entry fees - the more entries, the larger the awards. Honorable Mentions will be given when applicable, and include a free entry in a future show. On average \$300 in prize money has been awarded.

GALLERY MANAGEMENT

The Atrium Gallery is managed by the members of the VCAC Visual Arts Committee, comprised of accomplished artists, arts professionals, and arts advocates from across Ventura County. Jurors and Judges are selected based on the exhibit in question. The goal of the committee is to highlight and promote the breadth and diversity of the visual arts for the enrichment of the community.

ABOUT THE ATRIUM GALLERY

Some 3000 citizens and 1200 employees pass through the gallery daily. It covers three floors and some 400 linear feet of exhibit walls. There are also four pedestals for large-scale three-dimensional work, and three Lucite display cases to display and protect small works. There is limited space that can be cordoned-off for other free-standing artwork. Work is suspended from ceiling level tracks using cables. Light-weight work with Velcro-like patches can be attached directly to the limited number of carpeted walls. No mounting holes, nails, hooks, etc. can be attached to the gallery walls. While VCAC and the County are not liable for loss, there is a 24/7 information kiosk within the gallery area.

LIMITS ON SUBJECT MATTER

The gallery is located in a public office building where citizens must come daily to conduct business. Therefore, it is reasonable to limit the nature of the artwork exhibited to what this working environment finds acceptable. Nudity is typically not acceptable. Contact the VCAC office for further guidance.

ARTWORK PREPARATION

All art must be clean and ready for display. It should be framed professionally. Submissions on stretched canvas can be submitted without framing if the edges are clean or painted as a continuation of the front image. Mounting hardware (e.g. cross-wires, eye-hooks, etc.) must be securely attached to the work and strong enough to support the work. Hanging wire should be attached a 1/4 (or less) the distance from the top of the piece so that it hangs parallel to the wall. The wire should be taught enough so that it and the hanging hooks on cables are not visible above the top of the artwork. **Absolutely no saw teeth or plastic framing.** Light-weight work may be attached to carpeted walls with hook & loop fasteners.

SALES

Sales of work must be coordinated through the VCAC office so pick-up can be arranged and a modest commission collected (15% of from members and 25% from non-members of the Arts Council).

LIABILITY & EXHIBITION CONDITIONS

The terms for participating in the exhibition are laid out on the Entry Form and address damage or loss of artwork; hold harmless clauses; and photographing images of artwork on exhibit.

FOR MORE INFORMATION CONTACT

Ventura County Arts Council
(805) 658-2213 (805) 658-2281 Fax
info@venturacountyartsCouncil.org
www.VenturaCountyArtsCouncil.org

VCAC OFFICE & GALLERY LOCATION

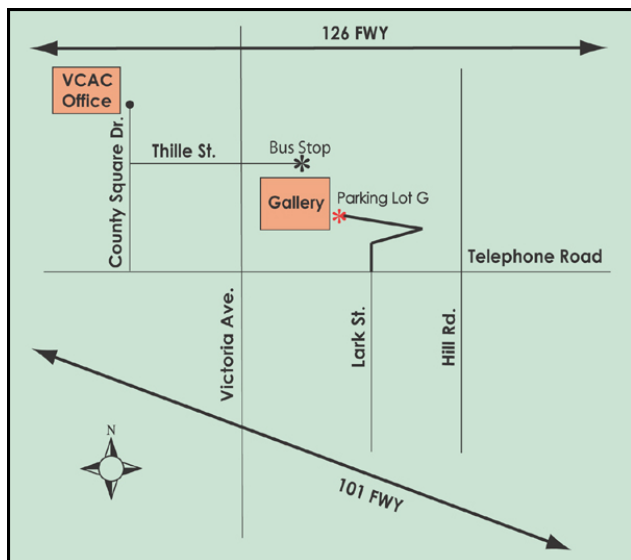
Atrium Gallery:

Ventura County Government Center
Hall of Administration
800 S. Victoria Avenue, Ventura, CA
Viewing Hours: Mon. – Fri. 8 am – 5 pm

VCAC Office:

Ventura County Arts Council
646 County Square Drive, Suite 154
Ventura, CA 93003 - 0436

Please see page 3 and 4 of this PDF
for the Entry Form, Release and
Labels for your Artwork



Ventura County Arts Council

646 County Square Drive, Suite 154, Ventura, CA 93003-0436 (805) 658-2213 (805) 658-2281 Fax
info@venturacountyartscouncil.org www.venturacountyartscouncil.org

ENTRY FORM

VENTURA COUNTY GOVERNMENT CENTER ATRIUM GALLERY

I have read and agree to the conditions set forth in the prospectus for the exhibition I am entering; and those enumerated herein. Permission is granted to Ventura County Arts Council (VCAC) to photograph any entry for publicity purposes. I am aware that my artwork may be placed on the VCAC Web site unless I give written notification to VCAC before the opening to exclude images of my work from its website. Entry constitutes acceptance of all terms. VCAC reserves the right to make all final decisions regarding eligibility of work. I further agree to donate to the VCAC a 15% commission on sales generated from exhibit if I am a VCAC member and 25% commission if I am not a VCAC member.

Neither the VCAC nor the County of Ventura insure artwork. I hereby release the VCAC and the County of Ventura and any of their agents, representatives, board members, elected officials, officers, employees and patrons from damage, theft or loss of any artwork currently on display in the Atrium Gallery, Hall of Administration, County Government Center, 800 S. Victoria Ave., Ventura, CA. In addition, as an exhibitor, I hereby agree to defend, indemnify, and save harmless the County of Ventura, including all of its boards, agencies, departments, officers, elected officials, employees, agents and volunteers, against any and all claims, lawsuits, demands, judgments, and all liability including, but not limited to, monetary or property damage, lost profit, theft, personal injury, wrongful death, general liability, automobile accidents, arising directly or indirectly from my participation in the exhibit sponsored or conducted in whole or in part by the Ventura County Arts Council.

Artist Name (Please print) _____

Signature of Artist _____

Address _____ City/State _____ Zip _____

Phone #s _____ Fax _____

E-mail _____ Web _____

Show Title _____ date _____

Entry Fees for *Competitive shows*: Non-member - 1/\$20; 2/ \$25; 3/\$30

Individual Member - 1/\$15; 2/\$20; 3/\$25 Artists Advantage – Entry Fee Waived

No Entry Fee necessary for curated shows

Payment Due: \$ _____ for _____ entries Membership: ___ \$35 (Individual); ___ \$75 (Artist Advantage)

TOTAL PAYMENT: \$ _____ Payment method: ___ Check enclosed ___ VISA ___ MasterCard

Card No. _____ 3 digit code on back _____ Expiration _____

Billing Address (if different from above): _____

Submit Entry Form to the Arts Council at the above “addresses” by: 1) E-mailing it; 2) FAXing it; or 3) Sending it US mail.

Submit images of artwork to the Arts Council at the above “addresses” via: 1) Email with a jpeg attachment with no image larger than 400 pixels (or smaller than 200 pixels) in any direction; 2) CD with jpeg images sized like an email attachment. Write name and phone number on CD. CDs will not be returned and will be destroyed; or 3) Printed 8”x10” images. All jpeg images submitted must be identified by artist name and title, e.g.: LeonardoDaVinci-TheMonaLisa.jpeg

ARTWORK LABELS

Fill out the labels below, one for each artwork submitted. Submit this information with the rest of the Entry Form. Copy the filled-out labels and attach a label to each piece of artwork that is accepted into the subject art show.

ARTIST _____ PHONE _____ E-MAIL _____ TITLE _____ MEDIA _____ SIZE _____ PRICE _____	ARTIST _____ PHONE _____ E-MAIL _____ TITLE _____ MEDIA _____ SIZE _____ PRICE _____
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