



## Prospectus for an Exhibition of 2D Landscape Painting

The **Southern California Artists Association** is pleased to announce the 2009 exhibition: **Points of View - Modern Landscape**, with an opening **Artist's Reception** on Saturday, **December 5th** in the SoCal Artists' studio, located in the beautiful Laguna Canyon at: 3251 Laguna Canyon Road, Studio #F-3.

**Entry Period:** The online submittal period opens Friday, **October 30th** at 8 a.m. and closes at 12 midnight, Thursday, **November 12th**. There will be no mailed or hand-delivered entries accepted.

**Eligibility:** Any artist residing in the US and over the age of 18 may enter. Non-SoCal Artists member entrants may join the SoCal Artists Association concurrent with their entry to enjoy the reduced member's rates. Artwork may not have been created under the direction of an instructor or based on source materials such as photographs or reproductions that were not created or prepared by the artist.

**Mediums and Subject Matter:** This is an exhibition of two-dimensional painted or drawn artwork, created after 2006. Submitted works must incorporate landscape, seascape or cityscape as their subject and no three-dimensional, photographic, or digitally created artworks will be accepted. Hand-pulled prints, such as Intaglio and woodcut are acceptable.

**Theme:** The theme for this exhibition is **Modern Landscape**. Jurors will be looking for fresh, diverse and innovative interpretations of this subject. Artwork may be created outdoors (en plein air), in the studio from photographic sources, from the artist's imagination, or any combination of these.

**Entry Categories:** Artists must choose to enter in either the **Professional** or **Non-Professional** category. This choice is independent of whether or not the artist derives actual income from their artwork. The jurors/judges will be aware of which of these 2 categories each artist submits in and will score the work accordingly.

**Awards:** Custom-designed ribbons will be awarded in both professional and non-professional categories. In addition, there will be cash prizes for the professional category, with award amounts dependent upon the number of professional entries and levels of sponsorship.

**Maximum Size, Number of Entries:** The total of two adjacent sides of the unframed artwork may not exceed 72 inches. For example: 36 by 36 inches, 32 by 40 or 18 by 54 inches would all be at the maximum allowable size. There is no minimum size and any number of works may be submitted for entry by each artist.

**Entry Fees:** Fees are per individual piece entered: \$20 per piece for **SoCal Artists members in the Non-Professional** category, \$30 for Professional. **Non-member** entry fees are \$30 per piece for the Non-Professional category and \$40 per piece for Professional. Again, entrants may join SoCal Artists at the time of entry, to enjoy the reduced member's rates. Membership applications are available from our website under the Downloads/Spatter menu and may be sent along with the entry forms and entry fees.

**Format for Submittal:** Submissions must be in jpeg file format at 72 dpi and in RGB color format, this is the **ZAPP™** digital art standard specification. (see page 4 for details) Submitted artwork must be uploaded through the SoCal Artists website utilizing the online entry system.

**Online Entry:** To begin, click on the **Enter POV Show** menu on the SoCal Artists home page at [www.socalartists.org](http://www.socalartists.org). An **Entry Receipt** will automatically be generated at the end of the online submittal process. This receipt must be printed out and sent with appropriate entry fees to: SoCal Artists, PO BOX 4812 Laguna Beach, CA 92652-4812, entries must be sent via US Mail and postmarked on or before **Saturday, November 14th**. Artists should keep copies of these forms for their own reference.

**Jurors:** The jurying for entry and judging for awards for this exhibition will be done by 3 independent jurors. These 3 jurors are Mr. Fred Hope, Mr. Scott Moore and Mr. Michael Obermeyer. Juror's biographies and samples of their work will be on display during the exhibition.

**Fred Hope:** Founding President of SoCal Artists, is an artist and teacher who has taught illustration, drawing, design and painting, at the college level, at the Art Center College of Design and the Laguna College of Art and Design in Laguna Beach. He spent 30 years as an artist, designer and executive in the entertainment design industry, working for diverse clients, such as Disney, Universal Studios and Matsushita. His artwork is in collections throughout the US and abroad and he has exhibited numerous times in California and Asia. His work has won awards throughout Southern California and he was elected to be a juror for the 2010 Laguna Beach Festival of Arts. Website: [fredrichope.com](http://fredrichope.com).

**Scott Moore:** Mr. Moore is known internationally for his watercolors and oils, and over the past 31 years has received numerous awards for his work. He incorporates two scales within the same painting, giving a personal insight into the story he is telling. His unique perspective comes from childhood experiences, with many of his paintings containing objects from the 1950's and 1960's. His work may be found in many collections throughout the US and he is a long-time exhibitor at the Laguna Beach Festival of Arts. Website: [www.scottmooreart.com](http://www.scottmooreart.com).

**Michael Obermeyer:** A native of Southern California, Mr. Obermeyer received a Bachelor of Fine Arts in Illustration at California State University, Long Beach. A twenty-year career in illustration included works for Disney Studios, the Anaheim Angels, McDonnell Douglas, Coldwell Banker, and the United States Air Force. He has been awarded the "Collector's Choice Award" at the Laguna Beach Invitational Plein Air Competition as well as the "Award of Excellence" at the La Quinta Desert Plein Air. Collectors include the Marriott Hotels and Resorts, The Irvine Company, Taylor Woodrow Homes and many corporate and private collections. Website: [www.michaelobermeyer.com](http://www.michaelobermeyer.com).

**Notice of Acceptance or Non-Acceptance:** Artists who have submitted the printout of the Online Entry Receipt and Entry Fee will be notified by email of the acceptance or non-acceptance of each piece they have submitted, on or before **Monday, November 16th** at 2 p.m. If no notice is received by noon of November 17th, submitting artists should contact SoCal Artists, via email at [info@socalartists.org](mailto:info@socalartists.org). For additional schedule details please refer to our website's **Master Calendar**, which is updated constantly.

**Art Delivery:** Juried-in artwork must arrive at the SoCal Artists studio before 5 p.m., **Monday, November 30th**. Shipped artwork should be in sturdy, reusable containers and sent via UPS, Fed-Ex or equivalent. Adequate return postage or prepaid shipping must be included. The address for hand-delivered and shipped artwork is **3251 Laguna Canyon Road #F3, Laguna Beach, CA 92651**, Voicemail: (949) 715-6767. Marketing materials in the form of postcards will be available when artwork is dropped off and may be picked up or mailed to juried-in artists upon request.

All work submitted must be framed and wired to hang, no "Saw-Tooth" hangers. Hours that the studio is open for hand delivery will be posted on our online Master Calendar, which is accessible 24/7 from our website at: [www.socalartists.org](http://www.socalartists.org). A \$10 repacking fee must accompany each individual shipped piece of art. Should a piece be sold during the show, these fees will be returned.

**Scoring and feedback from the Judges:** After the show is hung and lighted, judges will score for awards by assigning 1 to 10 points in each of the following criteria: Concept, Composition, Color/Value, Use of the Chosen Medium and the application of the Modern Landscape theme. Final awards will be based upon the cumulative score of all three judges. If necessary, ties will be resolved by a review of the tied scores by available judges. A pdf file, documenting the scoring for awards, will be sent to all juried-in artists and will also be available for review on the SoCal Artists website after the show opens. In this document each judge will be identified by number only.

**Insurance and Liability:** Although care will be taken in handling of entries, SoCal Artists will not be responsible for damage to work submitted to the competition, which is improperly framed or packaged for handling. SoCal Artists is not responsible for lost or damaged digital entries or artwork.

**Reproduction and Promotion:** SoCal Artists reserves the right to retain copies of submitted digital images and to document submitted works for publicity, educational and record-keeping purposes.

**Commission and Sales Tax:** All work must be available for sale, with 70% of sales income to the artist and 30% to SoCal Artists. CA sales tax will be collected and forwarded to the State of California by SoCal Artists. All payments will be processed and mailed within 30 days of the close of the show.

**Agreement:** Submission to this exhibition constitutes an agreement to the conditions of this prospectus.

#### **Important dates and information to remember:**

- An **Artwork Preparation Seminar** will be held at 10:00 a.m. to approx. 12 noon on Saturday, **October 24th**
- Online submittal opens at 8 a.m. Friday, **October 30th** and closes at 12 midnight Thursday, **November 12th**.
- Entry forms generated automatically by the online system and appropriate entry fees **must** be mailed to **PO Box 4812, Laguna Beach, CA 92652-4812** and **must** be postmarked on or before Saturday, **November 14th**.
- Notification of accepted entries will be sent, via email, on or before Monday, **November 16th**. The notification email will also list the dates and times available to drop off juried-in work.
- Ship artwork directly to **3251 Laguna Canyon Road. #F3, Laguna Beach, CA 92651** (949) 715-6767
- The final deadline for delivery of all artwork to studio is Monday, **November 30th**, before 5 p.m.
- The opening Reception takes place on Saturday, **December 5th**, 6 to 9 p.m., with awards announced at 7:30 p.m.
- The exhibition is also open Sunday, **December 6th**, from 11 a.m. to 5 p.m. Additional dates and times this exhibition will be open to the public will be listed at the reception and on the SoCal Artists **Master Calendar** (Online).
- Go Figure - High Impact will close at 5 p.m. on Sunday, **December 20th**
- Pick-up of unsold artwork begins Monday, **December 21st**, from 1 to 4 p.m. Other P/U times to be announced
- Unsold shipped-in work will be return-shipped the week of **December 21st - 28th**.

Contact us at [info@socalartists.org](mailto:info@socalartists.org) for further entry or membership information.



Recent SoCal Artists Opening Reception

This sheet covers the ZAPP™ submittal specification, which is becoming the standard in the art exhibition world. With your artwork formatted this way you will be prepared to enter many art competitions, including all of the future SoCal Artists exhibitions.

SoCal Artists puts on periodic **Artwork Preparation Seminars**, which are scheduled prior to our exhibitions. The next seminar is scheduled for **Saturday, Oct. 24th**, from 10:00 a.m. to approx. 12 noon. Contact us at: [info@socalartists.org](mailto:info@socalartists.org) to reserve a spot. Cost is \$10 for members and \$20 for non-members.

The ZAPP™ Specification is as follows:

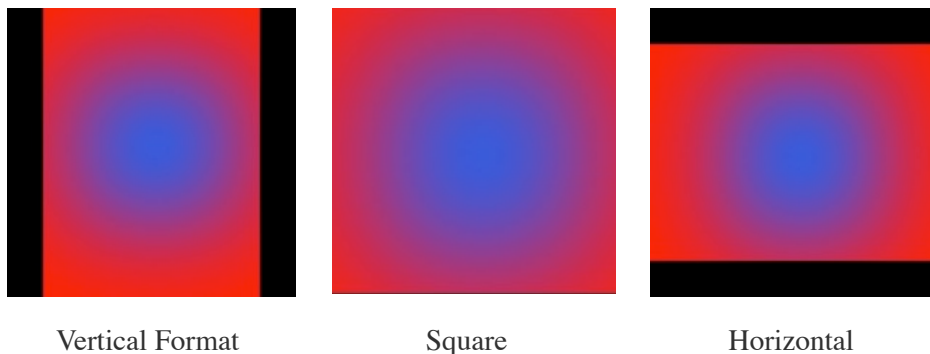
**Overall Dimensions:** 1920 Pixels horizontally by 1920 Pixels vertically, with black bars required to create a square format (see image examples below). **File Format:** JPEG at 72 dpi (dpi stands for dots per inch and is interchangeable in most cases with pixels per inch)

**Here's how it's done:**

**Image size:** Using an image editing program, such as **Adobe Elements™** you will resize your submittal to be a **1920 by 1920 pixel** square, with a resolution of **72 dpi** in the JPEG format and a color setting of RGB. Here's how:

**First:** You resize your image so that the **longest edge of the Artwork** is 1920 pixels, and is at a resolution of 72 pixels per inch (or dots per inch... or dpi).

**Second:** You change the **shortest edge of the Canvas** to 1920 pixels. This will result in a file that is the correct 1920 x 1920 pixel dimensions. The additional canvas background color should be set to black. The work should look like one of these:



If your image is vertical you must have black vertical bands on the left and right. If your image is horizontal you must have black horizontal bands on the top and bottom. If it's a perfect square, no bands. It's important to keep in mind that you should change the size of the **artwork** first and adjust the size of the **canvas** second. This is where most of the mistakes within the ZAPP™ specification are made.

When all of that is done you just save a copy of your artwork as a jpeg file with the maximum quality setting and name it something that will identify it (Preferably with a number added to the name as well, to make it easier to keep track of multiple entries)

Thank you for submitting to Points of View - Modern Landscape  
The SoCal Artists Exhibitions Committee