



A Passion for Pigment



January 30 – February 17, 2018
Artists' Reception February 4, 5:30 – 7:30 pm
Enter December 18, 2017 until January 17, 2018

JUROR, LYNDA A. N. REYES

Lynda A. N. Reyes is a visual artist, an art historian, an author and educator. She has participated in museum exhibits in California, Wisconsin, Louisiana, Pennsylvania and Montana and in national juried shows in Berkeley, Los Angeles, San Francisco, Burbank, Sherman Oaks, Tarzana, Sta. Monica, Glendale, Brea in Orange County and in international shows in Kentucky, Canada, Maryland, Wisconsin, Colorado and New York. She paints representational subjects in oil and watercolor and is a highly skilled portrait artist. A master watercolorist, Lynda's painting has been published in the book *"Splash 14: Light and Color"*. She has received awards for her oil and watercolor paintings. She has taught Art History at Glendale College, Santa Monica College, Pasadena City College, East LA College and Rio Hondo College. As a California Arts Council grant artist, she was a resource person for the visual arts for the Glendale Unified School District. Lynda is known in the international academia for her book *"The Textiles of Southern Philippines"* and for her published studies in Philippine ethnic art. She has a Bachelor of Fine Arts degree major in painting from the Philippines. She received an International Fellowship Award from the American Association of University Women while pursuing her MA in Art History from Northern Illinois University. For more information about the juror, please visit her website at www.Lyndaanreyes.com.

CALL FOR ENTRIES

Color...it electrifies our lives. Some of us have a secret relationship with pigments in our art. Enter your very best showcase pieces that take color to a whole new level and introduce the viewer to your personal palette. Please don't submit art that you had submitted in past year. "A Passion for Pigment" will include painting, drawing, collage, sculpture and photography. This exhibit will be juried using digital images (jpgs) through Online Juried Shows: www.onlinejuriedshows.com

ELIGIBILITY

"A Passion for Pigment" is open to all artists/photographers who are able to hand deliver or mail their framed art/photos (or have them hand-delivered) at take-in, and pick them up at the end of the exhibit. Mailing instructions will be given to selected photographers.

IMPORTANT DATES

Exhibit entry starts: Monday, December 18, 2017

Deadline for entries: Wednesday, January 17, 2018

Notice of Acceptance: Tuesday, January 23, 2018

Take-in: Monday, January 29, 2018, 12:45 - 2:15 pm. Hanging directly after take-in.

Exhibit opens: Tuesday, January 30, 2018, 11:00 am - 5:00 pm

Reception: Sunday, February 4, 2018, 5:30 - 7:30 pm

Exhibit closes: Saturday, February 17, 2018, 5:00 pm

Take-down & Pick-Up: Saturday, February 17, 2018, 5:00 - 7:00 pm

ART & PHOTOGRAPHY SUBMISSION CRITERIA AND CONTENT

Entries must be original and of the artist's/photographer's own execution. DO NOT SUBMIT student work, workshop work, copycat work or works which violate copyright laws. Once art is submitted it may not be withdrawn. All art must remain hanging until the end of the exhibit. Bin art is acceptable.

LOCATION

The gallery is at the 4,600 sq. ft. San Fernando Valley Arts & Cultural Center, 18312 Oxnard Street, Tarzana, CA 91356. Three minutes from the 101 Freeway - Reseda Blvd. exit. Parking in the rear lot beyond the alley.

REGULAR GALLERY HOURS & SITTING THE CENTER DURING THE EXHIBIT

Tuesday – Saturday 11:00 am – 5:00 pm

All artists/photographers must sit two 3-hour shifts at the Center. Each of the open days has 2 shifts each (11:00 am - 2:00 pm and 2:00 - 5:00 pm). Signups for sitting will take place at take-in. Bring your calendar to verify dates you will be available.

PERSONAL APPEARANCES

All exhibiting artists/photographers may visit the Center to promote their exhibited work. Interaction with visitors to the Center is encouraged. Artists/Photographers may bring in printed collateral for promotion purposes.

ART/PHOTO FORMAT, PRESENTATION & SIZE REQUIREMENTS

Maximum height or width of any artwork must not exceed 96" including the frame. Artwork must fit through a 6'6" high x 36" wide door. There is a premium wall which is 17' long for large size works. Work delivered must be installation-ready. Non-traditional art & photographic works in two-dimensional form and art & photographic wall sculptures must be wired or cleated for hanging. We use a cable hanging system (nails and screws are not drilled into the walls) on the perimeter walls of the gallery. Because the cable hooks must not show, the top of the hanging wire should be at least 3" below the top of the frame. Cleated work will generally not be suitable for cable hanging and will be placed on the T-Walls or other non-cabled wall. All art must be mounted, framed, or otherwise suitably prepared for hanging. Frames must be in good condition and properly equipped with wire for hanging. The wire and eye screws must not show when the artwork is hung. Maximum weight for any artwork is 10 lbs. per linear foot of width. Minimal assistance available moving large or heavy pieces. Damaged art, photos, mats, frames, glass and Plexiglas will not be accepted. No sawtooth hangers. The SFVACC has the right to reject any work not suitable for hanging.

ENTRIES & FEES

Entries will be made online to Online Juried Shows: www.onlinejuriedshows.com. Up to 3 entries: \$45.00. Up to 3 additional entries at \$5 each. Payment is made through Online Juried Shows via credit card or Pay Pal. Commission of 30% based on original price. Fees are non-refundable and must be paid by the entry deadline. There is no guarantee of acceptance into the exhibit.

FORMAT FOR DIGITAL IMAGES (JPGS) AND HOW TO SEND THEM

Entry form must be filled out in its entirety. List sizes up to the nearest inch. Submitted images must not include matting or frame. Crop the photos to include only the artwork. Be sure your images are right-side-up.

Before uploading your images, make sure they are smaller than 4MB, but at least 1920 pixels on the longest side at 72 dpi. Images should be in JPEG format, RGB color space. Help in photographing your work and properly sizing your images can be found at: www.OnlineJuriedShows.com/help.aspx. If you need help entering your images or are unable to, please write to us here: <https://onlinejuriedshows.com/Contact.aspx>

Please add Services@OnlineJuriedShows.com and Manager@OnlineJuriedShows.com to your safe senders list to ensure notifications are received. If all else fails, email or call Ken Ronney at kronney@aol.com - (818) 996-1630 with questions.

RELEASE OF LIABILITY

By entering "A Passion for Pigment," the artist/photographer acknowledges that all reasonable care will be taken to safeguard the artwork and the premises and said person accepts that SFVACC and its agents, associates, directors, officers and volunteers will not be responsible for any damage, injury, liability loss or theft should any occur. Insurance for artwork entered in this exhibit is each individual artist's/photographer's responsibility.

REPRODUCTION OF PHOTOS

Any artwork entered in this exhibit may be reproduced for advertising, marketing, and promotional purposes for "A Passion for Pigment" or future exhibits without consent of or notification to the artist/photographer or the artist's/photographer's agent.

HANGING

The exhibit will be hung immediately following take-in. Assistance is welcomed.

SALES

Any artwork without a sale price on the entry form will be considered "Not for Sale" (NFS). Prices cannot be changed from those stated at submission. SFVACC will receive a 30% commission on any and all sales from the exhibit or as a result of the exhibit. The artist/photographer will receive 70%. Artists/Photographers should expect payment within 3 weeks after the close of the exhibit. All sales are final. All artwork must remain in the exhibit until the exhibit ends.

AWARDS

A \$300 award will be presented at the reception for the Best of Show artwork. This art/photo will be sent as a .pdf to all participating artists/photographers to distribute via e-mail. We may request a high resolution image from the artist/photographer whose work is selected as Best of Show. 1st Place will receive \$200 and 2nd Place will receive \$100. 4 Honorable Mention award certificates will also be presented.

PROMOTION OF THE EXHIBIT

Promotion of the exhibit will be handled by the SFVACC, but we welcome artists/photographers to promote the exhibit as well. An outdoor advertising banner will be created to hang on our railing outside the front of the Center. We will be sending out our digital promotion as a .pdf to each selected artist/photographer so that they can advertise the exhibit to their following.

RECEPTION

We kindly ask that the participating artists/photographers help at the reception. There will be a sign-up sheet at take-in. Please contribute crackers, cheeses, fresh fruit, nuts, wine, water, and soda. Thank you.

TAKE-DOWN AND PICK-UP

All art/photos must be picked up on
Saturday, February 17 5:00 – 7:00 pm

EXHIBIT CONTACT

Ken Ronney
Email: kronney@aol.com Phone: (818) 996-1630

NO SECURE STORAGE IS AVAILABLE. IF YOU CANNOT PICK UP YOUR PHOTOS, PLEASE MAKE ARRANGEMENTS FOR SOMEONE TO PICK THEM UP FOR YOU. CHARGE IS \$5 A DAY PER PHOTO IF LEFT AT THE CENTER.

A NOTE FROM ONLINEJURIEDSHOWS

PLEASE READ THE FOLLOWING

REGARDING JURY NOTIFICATIONS: Notifications are sent through *ConstantContact* from Manager@OnlineJuriedShows.com. To ensure receipt of this notification, please add Manager@OnlineJuriedShows.com to your contact list, or safe senders' list.

On the day of notification, you can do the following, but you will also receive an email notification, sent from *ConstantContact*, that will state the same.

1. Go to OnlineJuriedShows.com and log in using your email address and password.
2. Right above where you just logged in, click "Your Artist Profile." You are now in Your account!
3. Click the show name and you will see your first image. The jury results will be under the thumbnail view.
4. As you will see, it will say either "This Image has been Accepted or Declined in to the show." Under that sentence, you can click "Read Acceptance (or Declined) Letter." The letter will then be displayed below.
5. If you submitted more than one piece in the show, go to the next entered piece in the show by clicking the page number, displayed below the thumbnail image.
6. While you are in your account on OnlineJuriedShows.com, click "Personal Info" and make sure your name, address, phone number, and email address are up-to-date.

NOTE: Please be sure to read your letters in their entirety. Most acceptance letters will ask you to RSVP or will have special instructions you must follow.

IF YOU NEED HELP WITH THE FOLLOWING:

How to look at or edit your entries.

How to pay, if you didn't pay when you entered.

How to see if you've already paid, or how to get a receipt.

How to Update your Personal Info (name, address, email address, password).

How to REPLACE an Entry.

Also, if you'd like to write to us to get help, CLICK HERE: <https://onlinejuriedshows.com/Contact.aspx>