



CALL FOR ART!

NOTE: ALL NEW OR IMPORTANT INFORMATION IS IN BOLD TYPE!

“Unique Views of Huntsville” is an annual juried exhibit hosted by Huntsville Art League and shown at the Huntsville Museum of Art

Exhibit dates: Saturday, September 11 thru Sunday September 19, 2010. Public Reception on Sept. 16, 2010

Artwork Subject:

“Representational Art” can depict **any** geographic area, with emphasis on the “Greater Huntsville area”.

“Non-representational Art” (jewelry, pottery, abstract art) need not depict the area.

Rules:

- You must be a member of the Huntsville Art League to be eligible. Anyone may join HAL for a \$30 annual Membership fee. Call 534-3860. (Current members’ dues should be up to date, as of mid-August.)
- All entries will be juried, and each *piece* will require a \$15 entry fee.
- There will be three separate juries. You will indicate how each of your entries is to be juried on the entry form. The categories are:

2D (e.g., painting, collages, or anything that hangs on a wall),

3D (e.g., pottery, jewelry, fabric)

Photography (Reminder: photographs should be signed)

- We will jury from *digital photographs*... more on that below.
- A paragraph **MAY** be included for each entry, if it is felt that this explanation would benefit the jurors. EMAIL your description to: Mail@HuntsvilleArtLeague.org. *Include your Name, and the Title of the art.*
- Art that was previously *not accepted* for UVH **is** eligible.
- Art that previously *appeared* in a UVH exhibit **is not** eligible.
- Any number of pieces may be entered, however, only a maximum of 4 pieces can be accepted by any one artist. (Entering more **does** increase your odds!)
- **Applications are due at 6PM, August 20, 2010**

Judging criteria:

1. Quality, quality, quality.
2. "Uniqueness" (though uniqueness is really an important quality of good art. What makes the art unique is at the artist's discretion, and could include technique, concept, point of view, or a hundred other things.

Notification of Acceptance: will be by mail... **please enclose a SASE** (self-addressed, stamped envelope) with your application.

Delivery: All accepted art will be hand delivered to the Huntsville Museum of Art by the artist (or the artists' courier), **directly to the "Great Room" of the HMA, on the second floor.** Under those conditions, glazing with glass is acceptable. However, neither HAL, its sponsors, nor the HMA is responsible for damage to your art at any time, for any reason. More delivery instructions including an exact date, will be included with the Notification of Acceptance.

Condition of Art:

1. All hanging artwork must be framed, with sturdy **wire hangers** for mounting on the wall. **No sawtooths.**
2. **No work shall exceed 36 inches in any direction**, with the exception of sculpture.
3. Unframed canvases must have edges painted.
4. Neutral matting is required (mats must be solid white, off-white, tan, gray or black;)
5. Frames should be simple in design (No ornately carved wooden frames)
6. All information given on the entry form regarding title, medium and price must remain the same.
7. Artwork cannot be altered once selected.

Return of Artwork: Artists will pick up artwork from the museum *no earlier than 3:00pm* on Sunday, September 19, 2010. The museum closes at 5pm. **NOTE: sales MAY take place until 5PM!**

Sales: Exhibited works will be considered for sale at the price indicated on the entry form. All sales will be subject to a commission. The commission rate depends on whether or not you are a HAL "Exhibitor". (A HAL Exhibitor is an artist who hangs pictures at HAL regularly, pays a monthly gallery fee, and works the desk.) The commission for HAL Exhibitors and Studio artists is 35%, the rate for all others is 50%. Checks for sales will be available on October 15, at the HAL desk. If you want your check mailed, call HAL on or *after* October 15. 534-3860. **HAL cannot accept for display more than one item Not For Sale, per artist.**

Questions: If you have any questions or could help out in any way, please email Walt Schumacher at waltshoe@comcast.net

Prizes: The jurors will also judge the artwork to determine **10** pieces to receive an "Exceptional Art" Ribbon and \$100 cash prizes. Awards in each category will be proportional to the number of entries in that category.

Photographs for Jurying: You will supply a photograph of each piece, on a CD, with your application. There are two ways to do this: the easy way, and the “harder” way.

THE EASY WAY - Get Walt to do it

- Bring a photograph, file, slide, or your original artwork to HAL **before August 13, 2010**.
- Walt will shoot or scan a copy for \$3 each. He will size the file to specs and enter the pictures for you. *So, put \$3 for each piece in an envelope, and attach to the piece(s).* Make checks to “WSPphoto”. If you want a CD of the photos, add an extra \$2. (You must pay HAL separately)
- **VERY IMPORTANT:** *Also put a Post-it note on each piece, with your NAME and TITLE... that goes into the filename.*
- (If you bring a good digital file of your art (on a CD), it will be just \$1 each for re-sizing + \$2 for a new CD, if desired.)
- 3D shots cost double, due to the time spent lighting and arranging them.
- NOTE: Artwork brought after August 13 will cost double!

THE “HARDER” WAY – Do it yourself. You will need image editing software and know-how.

A website called “ZAPP” has become the clearinghouse for submitting art show applications and photographs. From ZAPP, you can apply to (and submit photos to) over 150 shows across the country, using the same form and photos. [See: www.zapplication.org]

HAL would like to conform to the file specifications of ZAPP, so that you can use these photographs there also. Or, if you have previously prepared your photographs for ZAPP, they will be ready for this competition as well (except for the filename... see below). *We are not jurying thru ZAPP, just mimicking their file specifications.* Here is what you need for a high quality digital file:

STEP ONE: Get a good image.

- Shoot a good quality photograph with a digital camera of at least 6 megapixels. Eliminate reflections and get good color.
- Or, scan a slide or photo of your art to at least a 6 megapixel file.

STEP TWO: Prepare the file See “Image Preparation” at ZAPP for more details.

- Crop to just the artwork; do not include the frame.
- Your file should be in the sRGB colorspace... most digital cameras shoot that way.
- Size your image to 1920 pixels on both sides. If your image is not square, make the longest side 1920 pixels. Then, increase the canvas size of the short dimension to 1920 pixels with black, centering the image. Again, go to http://www.zapplication.org/imaging_tips.phtml

STEP THREE: Save your file as a .JPG

- Filesize should be less than 1.8 Megapixels
- **Filename:** Your filename should be *the Title of your piece*. Example: **Layers of Dawn.jpg**
- All files should be saved on one CD, and submitted with the application.
- Write YOUR NAME on the CD. CD’s will be in the HAL kitchen for 60 days, if you want to retrieve yours.



**UNIQUE VIEWS
OF HUNTSVILLE
ENTRY FORM**

**Deadline: 6 PM
August 20, 2010**

(HAL Use)
Invoice # _____

CD Verif: N
T

Artist Name _____

Street Address _____

City _____ State _____ Zip _____

Telephone _____ Email _____

The undersigned agrees to hold harmless Huntsville Art League, Huntsville Museum of Art, and all exhibit sponsors for any damages

Artist's Signature: _____

Medium	Title	Selling Price	Category (Circle One)	Entry Fee
_____	_____	\$ _____	<u>2D</u> 3D Photo	\$15
_____	_____	\$ _____	<u>2D</u> 3D Photo	\$15
_____	_____	\$ _____	<u>2D</u> 3D Photo	\$15
_____	_____	\$ _____	<u>2D</u> 3D Photo	\$15
_____	_____	\$ _____	<u>2D</u> 3D Photo	\$15
_____	_____	\$ _____	<u>2D</u> 3D Photo	\$15

Include \$15.00 entry fee for each item submitted. Checks should be made out to: Huntsville Art League. Fill out the following information for Credit Cards (if you hand deliver, you can skip this)

MC Visa CC# _____ CVV _____ EXP: _____

Mail to: Huntsville Art League * 3005 L and N Drive * Huntsville, AL 35801

You may **Email** a short explanatory paragraph for each piece entered. Send to Mail@HuntsvilleArtLeague.org
Do not forget to put your name, and the title and medium of each piece described.

SUBMISSION CHECKLIST:	APPLICATION <input type="checkbox"/>	CD OF PICTURES <input type="checkbox"/>
	PAYMENT <input type="checkbox"/>	SELF-ADDRESSED, STAMPED ENVELOPE <input type="checkbox"/>