

MOORESVILLE ARTS

2018 ANNUAL PHOTOGRAPHY SHOW PROSPECTUS



SPONSORS:

Proudly sponsored by Mooresville Arts; Biggs Camera; Cheap Joe's Art Stuff; and Frame Warehouse

CALL FOR ENTRIES:

Images created via the following forms of photography will be accepted for consideration.

Fine art photography only (no commercial/wedding photography)

- Shot with film
- Shot digitally
- Unaltered shots
- Altered shots
- Alternative processes

ELIGIBILITY:

- Artists age 18 or older may submit images for consideration.
- The photographs must be original in concept and execution and created by the person who enters the work.
- Entries previously submitted to the Mooresville Arts Photography Show or Juried Exhibition are not eligible.
- Entries submitted must have been completed within the last three (3) years.

CATEGORY 1: NARRATIVE

Subject Matter: Images submitted to this category should tell a story. In photography, a story is told by capturing descriptive moments. These moments imply events that are, for the most part, up to the viewer to decipher. Examples of types of photography could include documentary, street photography, candid, conceptual, etc. The story depicted could be from real life events or from the imagination.

CATEGORY 2: ELEMENTS OF DESIGN

Subject Matter: In this category the main focus of the photo is an element of design (Line, Shape/form, Texture, Value, Color, Space). Different arrangements and compositions of these elements should be used to create interesting and powerful images. Examples of applying these elements include repetition/pattern, contrast, motion, balance, and emphasis. These images are purely based on visual appeal.

ENTRY PROCESS:

- Fill out the attached registration/entry form.
- Entries must be hand-delivered to the Mooresville Arts Gallery Fine Arts Center, in the Historic Train Depot located at 103 W Center Ave, Mooresville, NC 28115.
- Please have your entry artist/photographer info and label information filled out prior to drop off.

CALENDAR OF EVENTS:

INTAKE: Submission of entries, registration form, and entry fee:

Friday, June 29 (12-4pm) & Saturday, June 30 (10am-2pm) **No late entries accepted after 2pm on Saturday, June 30.*

ARTIST RECEPTION AND AWARDS: (Invite your friends!)

Friday, July 13, 2018, 6-8pm

PICK UP: (All entries left over 30 days become the property of Mooresville Arts)

Items must be picked up on Friday August 3 (12-4pm) & Saturday, August 4 (10-2pm)

JUDGE:

This year's judge is Laurie Schorr, Director of Education at the Light Factory. Laurie received a BA in Visual Arts and Art History from Roger Williams University and an MA in Art and Art Education from Teachers College, Columbia University. She has been an educator for over 10 years in New York, Pennsylvania, and Charlotte. Laurie's work includes images created through historical and traditional processes as well as images created through experimental processes. Her work has been exhibited locally and nationally.

AWARDS:

A best in show will be awarded as well as first, second, third, and honorable mention awards in each category. Once winners have been selected, the artists will be notified if their entry/entries have been chosen for an award via a phone call or email by Monday, July 2, 2018.

SIZE, PRESENTATION, AND OTHER LIMITATIONS:

- Entries must not exceed 48 inches in any dimension.
- The Artist must be able to carry their work into the gallery
- Prints need to be framed, behind glass or Plexiglas, and should arrive at the gallery "ready to hang". Frames and any mats used need to be clean and in good repair.
- **Framed pieces must be sturdy and must have a wire hanger. NO sawtooth hangers, staples, tape or other hanging devices/methods allowed. Due to the Gallery's new hanging system, please affix your wire to the top quarter of the height of the frame and keep little or no slack in the wire.**
- Color, black and white or sepia/selenium toned, digital or C-type prints are accepted.
- Photographs are also accepted on canvas; gallery-profile (a depth of at least 1 1/2") canvases do not require a frame, but any canvas under the size of gallery-profile does require a frame.
- Prints on metal are also acceptable, if they have a wire on the back of the print.

ENTRY FEE:

- MA Members: \$30 for up to 3 Entries. (3 entries max). Non-Members: \$45 for up to 3 Entries. (3 entries max).
- The artist must decide if he or she wishes to compete in one or some combination of the two categories. Category must be specified per entry on the entry form.

FINAL ACCEPTANCE:

Final acceptance of entries in the Mooresville Arts 2018 Annual Photography Show is up to the Chairperson's discretion after viewing the delivered pieces. *If the print quality or the framing or the presentation device are not suitable quality for gallery presentation, the Chairperson may ask the artist to replace whichever element is not suitable or may reject the piece altogether.*

SALES:

Exhibited work will be available for sale (unless the artist designates certain entries NFS). The price for each print is set by the artist. Mooresville Arts will retain a commission of 30% for MA members in good standing, 40% for non-members on all sales. All sales commission checks will be mailed to the artist within 30 days of the sale. The declared value of the work must be reasonable and in line with the artist's previous sales.

LIABILITY:

Mooresville Arts will do everything possible to keep each piece safe. However, submission of an entry is at the artist's own risk.

USE OF IMAGES:

All entrants agree that any image they submit to the Mooresville Arts Annual Photography Show may be used for marketing and promotional purposes directly related to the Mooresville Arts Photography Show. Any image used by Mooresville Arts shall carry a credit line of the artist. Copyright and all other rights remain that of the artist.

CONTACT/QUESTIONS:

Show Chairperson, Gina Ricciardelli
Email: ginaricciardelli@gmail.com
704-756-1163

MOORESVILLE ARTS:

Mooresville Arts is a 501(c)(3) non-profit organization, and is supported by volunteers. There are many volunteer opportunities available, and we encourage artists to speak with someone at intake if they are interested. All artists who participate in Mooresville Arts shows and competitions are also encouraged to docent during gallery hours to promote their work. If interested, please contact Kay Storck, Docent Coordinator, at 2kaystorck@gmail.com
Gallery Hours are Tuesday-Friday 12-4pm and Saturday 10am-2pm. We are a volunteer-based arts center, please call ahead to ensure a Docent is on duty and the Depot is open. (704) 663-6661

Mooresville Arts 2018 Annual Photography Show Registration

Please complete this form and deliver it with your entries and your entry fee.

Payment payable by cash, check, or Visa/MasterCard, at time of drop off.

Mooresville Arts, 103 W Center Ave, Mooresville, NC 28115

Artist's Info: *(Please print clearly)*

Artist Name: _____

Mailing Address: _____

Phone: _____ Email: _____

Total Entry Fees Paid: \$ _____ Payment Method: _____

If you are not a member, are you interested in becoming a member? Yes No

How did you hear about this show with Mooresville Arts Gallery? _____

Entry #1 MA Annual Photography Show

Title _____

Category _____

Sale Price _____

Entry #2 MA Annual Photography Show

Title _____

Category _____

Sale Price _____

Entry #3 MA Annual Photography Show

Title _____

Category _____

Sale Price _____

I understand and agree to all the terms and conditions of entry described in the prospectus. I further pledge that all artwork for entry is of my own original creation, in concept, composition, and execution.

Artist Signature _____ Date _____

Please cut and attach each of the labels below to the back of each piece to help identify your work

Entry #1 MA Annual Photography Show

Artist Name _____

Phone # _____ Price _____

Title _____

Category _____

Entry #2 MA Annual Photography Show

Artist Name _____

Phone # _____ Price _____

Title _____

Category _____

Entry #3 MA Annual Photography Show

Artist Name _____

Phone # _____ Price _____

Title _____

Category _____