

# FRANK BETTE

CENTER FOR THE ARTS

## Open Call for Applications

*Application deadline 5 PM Sunday, February 12, 2012*

### 2012 ALAMEDA ON CAMERA

#### **A Juried Event & Exhibit!**

Forty eight artists will be invited to photograph Alameda during the specific 48 hour time period of 9 PM Friday, February 24 until 9 PM Sunday, February 26, 2012.

The invited photo-based artists will explore our neighborhoods, favorite places, and secret hideaways. Our families, friends, and town characters, both the famous and anonymous, will be in the spotlight. Alameda traditions and cherished nostalgia will share the lens with candid shots of our skeletons and dirty laundry.

#### **"48 Hour Photography Event": February 24 – February 26**

##### **Launch Party 7-9 PM Friday, February 24, attendance required**

Q&A, Orientation & "Focusing Presentation" by Juror

Drawing for Map Pieces (Geographic boundaries for each artist)

##### **Photography Challenge - 9 PM Friday, Feb 24 through 9 PM Sunday, Feb 26**

#### **"Alameda On Camera" Exhibit: April 6 – May 26**

Receiving Artwork – Sunday, March 31, 11 AM – 5 PM

First Friday Gala Opening – Friday, April 6, 7–9 PM

Exhibit Closes – Saturday, May 26, 7 PM

**All "photo-based" artwork mediums and techniques welcome!** Traditional, contemporary and experimental photo-based 2D, 3D, functional, decorative, wearable and jewelry artwork included. All photographic techniques and mediums welcome, including but not limited to, new photographic mediums, photo transfer, digital, Polaroid, snapshots, collage, pieces of film, altered books, assemblage, textile and creative manipulations, etc.

Application/Prospectus available online at [www.frankbettecenter.org](http://www.frankbettecenter.org).

# Prospectus - "Alameda On Camera" 2012

## Event/Exhibit Calendar – All dates 2012

- February 12 – Applications due
- February 13 - February 16 – Juror reviews applications
- February 17 – Notification of 48 selected artists
- February 18 – List of 48 selected artists posted on website
- February 24 – Launch Party, Jurors Presentation and Location assignments
- February 24 – February 26 – 48-Hour Photography Event
- March 7 – Contact sheet(s) due
- April 1 – Artwork due at FBCA
- April 6 – First Friday Opening Gala for Exhibit
- May 26– Last day of Exhibit
- May 27- Artists pick up unsold artwork at FBCA
- May 28 – \$5/day storage fees begin for artwork left at FBCA
- May 28 - June 27 – Unsold Artwork shipped to out-of-town artists
- July 1 – Commission for April artwork sales mailed to Artists.
- Aug 1 – Unclaimed artwork will be considered abandoned.

## Application Instructions and Process

### Image Submissions:

Submit black/white or color images of three pieces of your original "Photo-Based Artwork."

#### *1. One CD with Three images:*

- Label each image file with your first initial and last name, the first two words of the title, and the entry number as listed on the application form.
- Label the CD with "AOC 12" and your first and last name.
- Place the CD in a sturdy CD sleeve for protection.

### Image Submissions - General Information:

- *The images submitted with your application are not required to be of or about Alameda.* Images which are of or about Alameda will have no advantage or disadvantage with the juror; selection is based strictly on artistic merit.
- CD's must be received with a completed and signed application and \$35 entry fee no later than 5 PM February 12.
- CD's WILL BE KEPT ON FILE FOR REFERENCE AND WILL NOT BE RETURNED TO THE ARTISTS.
- Deliver applications to Frank Bette Center for the Arts, 1601 Paru Street, Alameda, CA 94501 by post/UPS/FedEx or hand-delivery.
- Please **DO NOT SUBMIT IMAGES BY EMAIL.**
- You will not be notified upon receipt of your application.

**Fees:** A *non-refundable* entry fee of \$35 is required with the application.

- Applicants may pay the entry fee by check or credit card.
- Make check payable to: Frank Bette Center for the Arts.
- Please do not send cash.

### **Notification of Selected Artists:**

48 artists will be selected from all of the applicants to participate in the 2010 "Alameda On Camera" February Event and April – May Exhibit.

- Only the 48 Artists selected to participate will be notified by phone/email February 17.
- The list of the 48 Artists selected to participate will be posted on the FBCA website, [www.frankbettecenter.org](http://www.frankbettecenter.org), by February 18.
- Applicants who would like to be notified of selection results should include a Self-addressed Stamped Envelope with their application.

### **Application Check List:**

- Three images on a CD
- Completed and signed application
- Check/credit card for \$35
- Self-addressed Stamped Envelope for notification of selection results

### **Selected Artists are required to participate in the "48 hour Photography Event" February 24 - February 26.**

- *Attend the Launch Party* 7-9 PM Friday, February 24. Artists will be assigned a specific geographic area (determined by lottery) within the city limits of Alameda.
- Take photographic images ONLY within your assigned geographic area anytime, and for any length of time, between 9 PM Friday, February 24 until 9 PM Sunday February 26.
- Submit a contact sheet(s) of all "48 Hour Photography Event" images to the FBCA Gallery staff by 7 PM March 7. The contact sheets will be placed on file, as a reference document only, should there be any dispute regarding the qualification of the finished artwork submitted to the April Exhibit.
- Use one or more, or a part of any, of the photographic images, or some element of the photographic process, obtained during the "48 Hour Photography Event" to create original photo-based artwork with any medium.

## **Selected Artists are required to submit artwork to the "Alameda On Camera" Exhibit April 6- May 26.**

- Deliver your artwork created with image(s) from the February Event to Frank Bette Center for the Arts between 11 AM-5 PM on Sunday, April 1.
- Each artist is guaranteed ONE piece of artwork will be displayed in the April exhibit. Artwork is counted by how it is sold. For example: A diptych sold as one piece is counted as one piece. A diptych available for sale as two separate pieces is counted as two pieces.
- Artists are welcome to submit several pieces of artwork to the exhibit, but there is no guarantee more than one piece will be exhibited. Artists submitting multiple pieces may identify the ONE piece he/she wants exhibited. The selection of artwork is based on space available, how the artwork shows together and reflects the theme to create the best exhibit possible. Executive Director's decision is final.
- Artwork must be "professional quality and ready to display."
- Wall artwork must have secure eye hooks on each side of the back of the frame, no lower than ¼ distance from the top of the artwork.
- Standing artwork must be able to stand alone, or presented with a base facilitating the artwork to securely stand alone.
- For framed artwork, non-reflective Plexiglas is highly recommended, but not required. Glass is heavy and breakable, FBCA is not liable for broken glass.
- Unframed canvas edges must be artistically finished with no staples showing.

### **Artist Portfolio Statements:**

- Provide a one or two page artist statement, with photograph of self, in a plastic sleeve(s) for three ring binders. Please briefly describe your experience of the "48 Hour Photography Event." Please describe your inspiration, creative process, technique and materials specific to the artwork submitted to the "Alameda On Camera" exhibit.
- Provide a one page artist bio/resume in plastic sleeve(s) for three ring binders.

### **Shipping:**

- Shipped entries must arrive at FBCA by Saturday, March 31.
- Shipped entries must be sent prepaid in appropriate reusable containers. COD entries will not be accepted.
- Do not use "peanut" Styrofoam as packing material.
- We prefer that you use Federal Express or UPS as your shipper.
- Include a prepaid return shipping and insurance form with your artwork. Otherwise, the artwork will not be returned. Do not send checks with your artwork to cover shipping costs.

### **Sales:**

- All artwork must be available for sale at reasonable market prices.
- The artist authorizes FBCA to sell artwork for the retail price indicated on the inventory record filled out at the time of delivery of artwork.
- The artist will be paid 65% of sales (retail price less 45%) by July 1.

## **Pick-up and return of exhibited artwork:**

- Artists may not remove artwork from the exhibit prior to its closing at 7 PM on Saturday, May 26.
- Artists are to pick up unsold artwork Sunday, May 27.
- Artists leaving their artwork at FBCA uncollected will be charged \$5.00 per day for storage beginning May 28 until claimed or appropriate shipping materials and fees are provided.
- Artwork left beyond Aug 1 will be considered a donation and become the property of FBCA.
- FBCA will return ship artwork by June 27 for those artists who provide appropriate shipping materials and fees.

## **Publicity Release & Liability Disclaimer:**

Application fees are *non-refundable*.

Application to this competition *does not guarantee inclusion* in the event or the exhibit.

Any Artist not meeting any one of the requirements or deadlines for the "48 Hour Photography Event" or "Alameda On Camera Exhibit" will be disqualified, forfeiting the right to participate.

FBCA reserves the right to use applicants' submitted images, with appropriate acknowledgement, for purposes of publicity, education, and archival records.

All reasonable care will be taken with artwork. FBCA, its officers, employees, volunteers, and representatives are not responsible for any loss or damage to exhibitors' artwork, however caused, and whether in transit or on display. *FBCA does not carry loss insurance and strongly recommends participants carry their own loss insurance.*

## **Entry into the "Alameda On Camera" event and exhibit constitutes agreement with all conditions of this prospectus.**

### **Who to Contact:**

Frank Bette Center for the Arts  
1601 Paru St.  
Alameda, CA 94501  
(510) 523-6957