

FRANK BETTE

CENTER FOR THE ARTS

Open Call for Applications

Application deadline 5 PM, Sunday, February 2, 2014

2014 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 21 until 9 PM Sunday, February 23, 2014.

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 21 – February 23

Launch Party 7 – 9 PM, Friday, February 21, attendance required

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

Drawing for Map Pieces (Geographic boundaries for each artist)

Photography Challenge - 9 PM, Friday, Feb 21 through 9 PM, Sunday, Feb 23

"Alameda On Camera" Exhibit: April 4–June 1

Receiving Artwork – Sunday, March 30, 11 AM – 5 PM

Gala Opening Reception – Friday, April 11, 7–9 PM

Exhibit Closes – Saturday, May 31 at 7 PM

All unsold works picked up - Sunday June 1, 11 AM - 5 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 at Frank Bette Center for the Arts or online at www.frankbettecenter.org

Prospectus - "Alameda On Camera" 2014

Event/Exhibit Calendar – All dates 2014

- ❖ February 2, 5 PM – Applications due
- ❖ February 11 - February 13 – Juror reviews applications
- ❖ February 13 – Notification of 48 selected artists
- ❖ February 14 – List of 48 selected artists posted on website
- ❖ February 21 – Launch Party, 7-9 PM Jurors Presentation and Location assignments
- ❖ February 21, 9 PM – February 23, 9 PM – 48-Hour Photography Event
- ❖ March 7 – Contact sheet(s) due. Contact Sheets can be printed and delivered to FBCA or zipped and emailed.
- ❖ March 30 – Drop off day. Artwork due at FBCA 11 AM-5 PM
- ❖ April 4 –Exhibit Opening
- ❖ April 11 – Second Friday Opening Gala for Exhibit 7-9 PM
- ❖ May 31 – Last day of Exhibit, closes at 7 PM
- ❖ June 1 - Artists pick up unsold artwork at FBCA
- ❖ June 2 – \$5/day storage fees begin for artwork left at FBCA
- ❖ June 2 - July 3 – Unsold Artwork shipped to out-of-town artists
- ❖ July 1 – Commission for AOC 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."

- *One CD or .zip file 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 or .zip file with "AOC 14" and your first and last name.
- Place the CD in a sturdy CD sleeve for protection and deliver to FBCA or email your file in a .zip format to AOC@frankbettecenter.org.

Image Submissions - General Information:

- The images submitted with your application are not required to be of or about Alameda. Selection is based strictly on artistic merit.
- CD's or .zip files must be received with a completed and signed application and \$35 entry fee no later than 5 PM, February 2.
- CD's and .zip files 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, hand-delivery or email.
- If you submit .zip files, please **make sure the name of the .zip file contains the first and last names as entered on your application.**
- You will not be notified upon receipt of your application.

Image Specifications

Please follow these specifications for submitting digital images

- Recommended Dimensions: at most 1920 pixels on the longest side.
- File Format: Save all images as Baseline Standard JPEG with a medium image quality
- File Size: JPEGs should be around 2.0 MB in size.
- Resolution: 72 dpi *Note: This resolution size will assist in lowering the file size*
- Color space: Save images in RGB color space, preferably sRGB.

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

- Applicants may pay the entry fee by check, credit card or on the FBCA website using PayPal.
- 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 2014 "Alameda On Camera" February Event and April – June Exhibit.
- The 48 Artists, plus 2 alternates, selected to participate will be notified by phone/email. Please be sure a valid email address and contact phone number are included on your application.
- The list of the 48 Artists selected to participate will be posted on the FBCA website, www.frankbettecenter.org.

Application Check List:

- Three images on a CD or .zip file
- Completed and signed application
- Check/credit card for \$35. Payments may be made on the FBCA web site using PayPal

Selected Artists are required to participate in the "48-Hour Photography Event"

- Attend the Launch Party 7-9 PM, Friday. 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, until 9 PM, Sunday.
- Submit a contact sheet(s) or .zip file of all "48-Hour Photography Event" images to the FBCA Gallery staff by 7 PM, on the drop off deadline. 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 AOC 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.

- Deliver your artwork created with image(s) from the February Event to Frank Bette Center for the Arts between 11 AM -7 PM on the drop off day(s).
- Each artist is guaranteed ONE piece of artwork will be displayed in the AOC 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 encouraged 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. The Selection Committee'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, 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" including 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 prior to the final drop off day.
- 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 60% of sales (retail price less 40%) by July 1.
- Artists volunteering for 5 hours at the Frank Bette Center prior to July 1 will receive an additional 5% of the retail price (65%).

Pick-up and return of exhibited artwork:

- Artists may not remove artwork from the exhibit prior to its closing at 7 PM on Saturday.
- Artists are to pick up unsold artwork Sunday, between 11 AM – 5 PM.
- Artists leaving their artwork at FBCA uncollected will be charged \$5.00 per day for storage beginning Monday until claimed or appropriate shipping materials and fees are provided.
- Artwork left beyond August 1 will be considered a donation and become the property of FBCA.
- FBCA will return ship artwork by July 1 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
AOC@frankbettecenter.org