

FRANK BETTE

CENTER FOR THE ARTS

Prospectus: Alameda On Camera 2015

Event/Exhibit Calendar

January 25, 5 p.m.	Applications due
February 8, 5 p.m.	Late application deadline
February 10–February 12	Juror reviews applications
February 12	FBCA notifies 48 selected artists
February 20, 7–9 p.m.	Launch party, juror’s focusing presentation, and map-piece drawing
February 20, 9 p.m. to February 22, 9 p.m.	48-hour photography event
March 6, 5 p.m.	Contact sheet(s) due
March 29, 11 a.m.–5 p.m.	Receiving day. Artists bring pieces to FBCA
April 3, 7–9 p.m.	Exhibit opening and photographer preview
April 10, 7–9 p.m.	Second Friday opening gala
May 30	Last day of exhibit, closes at 6 p.m.
May 31, 11 a.m.–5 p.m.	Artists pick up unsold artwork at FBCA
June 1–July 3	FCBA ships unsold artwork to out-of-town artists
June 1	\$5/day storage fees begin for artwork left at FBCA
July 1	FCBA mails commission for AOC artwork sales to artists
July 31	Unclaimed artwork will be considered abandoned

Entry Instructions and Process

Images:

Submit black & white or color images of three pieces of your original photo-based artwork. *The images submitted with your application are not required to be of or about Alameda.* Selection is based strictly on artistic merit.

Image Specifications

Please follow these specifications for submitting digital images.

- File Format: Save all images as Baseline Standard JPEG with a medium image quality
- Resolution: 72 dpi *Note: This resolution size will assist in lowering the file size*
- Dimensions: Maximum 1200 pixels on the longest side
- File size: Each JPEG should be around 2.0 MB or less
- File naming: Name 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.

Application Form:

The form is available at the Frank Bette Center for the Arts or on the website, <http://www.frankbettecenter.org/alameda-on-camera.html>. Please fill it out completely and legibly. The application form may be submitted electronically or printed out on paper.

Fees:

A *non-refundable* entry fee is required with the application. The fee is \$35 for applications submitted by January 25; the fee is \$45 for entries submitted between January 26 and February 8. All entries must be received by February 8.

- Applicants may pay the entry fee by check (made payable to Frank Bette Center for the Arts), credit card, or on the FBCA website using PayPal.
- Please do not send cash.

Entries:

Application forms may be submitted as a printed document or electronically. Images must be submitted electronically, either on a CD or by email in a .zip file.

- CD: Label the CD with "AOC 15" and your first and last name as entered on your application. Place the CD in a sturdy CD sleeve for protection and deliver to FBCA by post/UPS/FedEx or hand-delivery. The address is Frank Bette Center for the Arts, 1601 Paru Street, Alameda, CA 94501.
- .Zip file: Zip your images to make the email smaller. Name the .zip file with "AOC 15" and your first and last name as entered on your application. Email your entry in a .zip format to AOC@frankbettecenter.org. CDs or .zip files must be received with a completed and signed application and entry fee no later than 5 p.m., February 8.
- CDs and .zip files will be kept on file for reference and will not be returned to the artists.
- You will not be notified upon receipt of your application.

Quick check list for entries:

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

Notification of Selected Artists:

- Forty-eight artists will be selected from all of the applicants to participate in the 2015 Alameda On Camera February photography event and April through May 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.

Selected Artists Are Required to Participate in the 48-Hour Photography Event:

- Attend the launch party 7–9 p.m., Friday. Artists will be assigned a specific geographic area within the city limits of Alameda (determined by a lottery, randomly choosing a piece of an Alameda map).
- Take photographic images ONLY within your assigned geographic area any time, and for any length of time, between 9 p.m., Friday, until 9 p.m., Sunday.
- Submit a contact sheet(s) or .zip file of all images made during the 48-hour photography event to the FBCA Gallery staff by 6 p.m. on the contact-sheet deadline. The contact sheet 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 a.m. and 5 p.m. on the receiving day. If you cannot drop off your works that day, make arrangements with the chairman to bring works in prior to the receiving day. Shipped entries must arrive prior to the receiving day.
- 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 that more than one piece will be exhibited. The selection of artwork is based on space available, how each artwork reflects the theme, and how the pieces show together 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.
- Standing artwork must be able to stand alone or be presented with a base enabling 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 or damage it may cause to your work.
- Unframed canvas edges must be artistically finished with no staples showing.

Artist Portfolio Statements and Web Images:

- Provide an artist statement with a photograph of yourself. 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.
- Put the statement and resume into plastic sheet protectors to be placed in a 3-ring binder.
- We recommend that you provide a digital copy of your artwork to be included in an online slide show for the exhibit. Each image should be 72 dpi, no more than 1200 picas maximum on the longest side. It may contain the artist's watermark.

Shipping:

- Shipped entries must arrive at FBCA prior to the receiving 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%). Payments will be sent 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 6 p.m. on Saturday.
- Artists are to pick up unsold artwork on Sunday, between 11 a.m. and 5 p.m.
- 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 July 31 will be considered a donation and become the property of FBCA.
- FBCA will ship artwork by July 1 to 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 acknowledgment, 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
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(510) 523-6957
AOC@frankbettecenter.org