
Frank Bette

CENTER FOR THE ARTS

Prospectus: **California Dreams**

Main Gallery: February 4-March 26, 2022

Abundance, beaches, agriculture, oranges, mountains, Hollywood, starstruck, heroes, boating, sunshine, gold and gold mining, wild west, ranching, wineries, forests and timber. Land of creativity, innovation, and cultural diversity.

Gallery Intake: January 30, 11am-5pm

Opening: Friday February 4

Reception: February 11, 6-8pm

Midshow reception: March 11, 6-8pm

Exhibit ends: March 26

Takedown: Sunday March 27 11 am-5 pm

Who may apply?

Any artist may submit 2D, 3D and crafts for this exhibit. Content must be suitable for family viewing, including children.

How to submit:

Fill out the Inventory form, painting labels for 2D works and Artist Agreement Form. Bring these with the artworks to be submitted on receiving day, **Sunday, January 30, 11am-5pm** at the Frank Bette Center for the Arts, 1601 Paru St, Alameda, CA, 94501.

Entry Fees:

Members who volunteer: \$20 with unlimited entries.

Members who do not volunteer: \$30 with unlimited entries.

Non-members who volunteer: \$35 with unlimited entries.

Non-members who do not volunteer: \$45 with a limit of 2 entries.

Volunteers are expected to volunteer 6 hours over the course of the 2-month exhibit. A list of possible volunteer activities will be available on receiving day.

Artist Commissions: Artists receive 60% commission, FBCA 40%. Price your works to accommodate the commission rate. Artists are paid within four weeks of the close of the exhibit for any works sold. Please note that the center has a refund policy. Buyers may return purchased art for a full refund within 7 days of purchase with a receipt, assuming the art is in original condition.

Selection process:

Frank Bette Center for the Arts (FBCA) will select artwork based on how well the pieces fit with the theme and all works as a whole in the salon style exhibit. Please call the center at 510-523-6957 on Thursday Feb 3 if you have not already been notified of work that should

be picked up. All non-selected works must be picked up by Friday Feb 4 as we do not have extra storage space.

Opening reception:

Friday Feb 11, 6-8pm. Please bring individually wrapped snacks or a beverage to share. Invite your friends, clients and family to the party.

Publicity

FBCA can do limited advertising. An ad in the Alameda Sun as well as postcards (hard copy) will be available and artists are expected to help distribute them to friends, family, and selected local businesses. Please help us advertise the show with your social media etc.

Take down day

Please pick up unsold work at the end of the show on **Sunday March 27, 11 am-5 pm.**

If you are unable to pick up at this time, please make arrangements for someone to pick up your unsold works for you or work out arrangements with the gallery.