



NATIONAL OPEN EXHIBITION

May 17 – June 3, 2017

Reflections Artists' Reception – Saturday, May 20, 2017, 5:00 – 7:00 pm

Entries accepted - April 3, 2017 – April 30, 2017

Best of Show \$300 1st Place \$200 2nd Place \$100 Four Honorable Mentions

JUROR – David Gallup

David Gallup has devoted his life to the study, teaching, and creation of art. He graduated from Otis/Parsons in Los Angeles in 1990, and soon found himself supervising a staff of over thirty artists under pop art legend Hiro Yamagata on the Earthly Paradise collection and other projects. He began plein-air painting on mornings, weekends, and after work, and soon left Yamagata to pursue a career as a gallery artist. For over a decade, he was the Vice President of the historic California Art Club, and his ability to critique a wide range of painting styles was critical to the rise of the club's prominence in the 21st Century. He has held two solo museum exhibitions, at the Weisman Museum in Malibu and at the Carnegie Art Museum in Oxnard, as well as numerous solo gallery exhibitions. Along with his partner Nansi Bielanski, he left the California Art Club in 2016 to develop a new style of art based on some of the conceptually intriguing aspects of Cubism, fused with Abstraction, Pop, Impressionism, and Realism. This work is often inspired by the SCUBA diving the couple enjoy, and depicts motion, confusion, and brightly colored reef life. These paintings are used to inspire conservation and ocean education. Many of the large canvases are collaborations between them both, working in turns or simultaneously on the same canvas. They work at their home studio in Santa Rosa Valley, CA, where David also holds a weekly Master Class in painting for emerging and established artists.

CALL FOR ENTRIES

The San Fernando Valley Arts & Cultural Center invites artists (including photographers) to enter this exhibit which spotlights any type of “reflection” – mirror, metal, glass, water, oil or reflecting on a thought. Artwork will be juried using digital images (.jpeg or .jpgs) through Online Juried Shows: www.OnlineJuriedShows.com

ELIGIBILITY

“Reflections” is open to all artists who can either hand deliver or have their work shipped for delivery to the gallery. Hand deliveries **ONLY** should be made to 18312 Oxnard St., Tarzana, CA 91356. Other pieces should be sent to Ken Ronney for his pickup as follows:

SHIPPING INFORMATION FOR OUT-OF-THE-AREA ARTISTS

Non-local artists whose work is accepted may ship their artwork to Kenneth Ronney for delivery to the exhibit at the SFVACC. Schedule shipping to arrive on or before Saturday, **May 13, 2017**.

On all shipments: Include Ken’s phone, 818-996-1630 and e-mail, Kronney@aol.com. You **MUST** include a prepaid return shipping label or check made out to SFVACC for return postage.

For US Postal service, ship to Kenneth Ronney, 7357 Hesperia Ave, Reseda, CA 91335.

For Fed Ex, ship to K. Ronney, C/O Fed Ex Office Print & Ship Center, 9000 Tampa Ave, Northridge, CA 91324.

For UPS, ship to K. Ronney, 7357 Hesperia Ave, Reseda, CA 91335

Do not ship directly to San Fernando Valley Arts & Cultural Center.

Contact Ken with shipping information, tracking number.

Do not under any circumstances use loose Styrofoam “peanuts” to pack artwork. Work packed this way will be immediately rejected when the box is opened.

IMPORTANT DATES

Exhibit entry starts: Monday, April 3, 2017

Deadline for Entries: Sunday, April 30, 2017

Notice of acceptance: Thursday, May 4, 2017

Take-in: Tuesday, May 16, 2017 12:00 - 2:00 pm. Hanging directly after take-in.

Exhibit opens: Wednesday, May 17, 2017 11:00 am

Artists’ Reception: Saturday, May 20, 2017 5:00 - 7:00 pm

Exhibit closes: Saturday, June 3, 2017 5:00 pm

Take-down & Pick-Up: Sunday, June 4, 2017 12:00 - 2:00 pm

NOTE: Local artists whose work has been juried into the exhibit should hand deliver accepted artwork with entry form attached (upper right back), to the San Fernando Valley Arts & Cultural Center, 18312 Oxnard Street, Tarzana, CA 91356.

SUBMISSION CRITERIA AND CONTENT

Entries must be original and of the artist’s or photographer’s own execution. **DO NOT SUBMIT** student work, workshop work, copycat work or works which violate copyright laws. Once artwork is submitted, it may not be withdrawn by the artist. All artwork must remain hanging until the end of the exhibit. Bin art is acceptable.

LOCATION

The gallery is at the 4,600 sq. ft. San Fernando Valley Arts & Cultural Center, 18312 Oxnard Street, Tarzana, CA 91356. Three minutes from the 101 Freeway - Reseda Blvd. exit. Parking is in the rear lot beyond the alley. Do not park in front of any of the industrial roll-up doors.

REGULAR GALLERY HOURS & SITTING THE CENTER DURING THE EXHIBIT

Tuesday – Saturday from 11:00 am – 5:00 pm (This exhibit opens on a Wednesday 5/17)

All local participants must sit one 3-hour shift (or however many it takes to fill up the 30 shifts) at the Center. Each of the open days has 2 shifts each (11:00 am - 2:00 pm and 2:00 - 5:00 pm). Signups for sitting will take place at take-in. Bring your calendar to verify dates you will be available. Those local artists who are unable to sit must pay the SFVACC \$30 to find a replacement. Instructions for opening and closing will be handed out at take-in. Artists who live out of the Southern California area are not required to sit the gallery.

PERSONAL APPEARANCES

All exhibiting artists may visit the Center to promote their art. Interaction with visitors to the Center is encouraged. Participants may bring in printed collateral for promotion purposes.

ARTWORK FORMAT, PRESENTATION & SIZE REQUIREMENTS

Artwork submissions are limited to six (6) original artworks per artist in the following media: drawing, mixed media, collage, photography, painting, digital art and sculpture. Maximum width of any painting must not exceed 90" including the frame. Art must fit through a 6'6" high x 36" wide door. There is a premium wall which is 17' long for large size works. All works on paper must be matted, framed and covered with glass or Plexiglas. Frames must be in good condition. Entries must be dry, properly prepared for exhibition and properly equipped with wire for hanging. The wire and eye screws must not show when the artwork is hung. Gallery wrapped canvas does not require framing unless the edges are unfinished. Maximum weight per hanging piece up to 36" wide is 30 lbs. For wider pieces, not over 10 pounds per foot of width. Damaged artwork, mats, frames, glass and Plexiglas, and frames which have brackets will not be accepted. Sculptures are limited to a 6' x 6' footprint. Artists must supply their own pedestals or bases. Minimal assistance available moving large or heavy pieces. Art must not have been shown at the SFVACC within the past year.

ENTRIES & FEES

Entries will be made online to: www.OnlineJuriedShows.com. Up to 3 entries: \$45.00. Up to 3 additional entries at \$5 each. Payment is made through Online Juried Shows via credit card or Pay Pal. Commission of 30% based on original price. Fees are non-refundable and must be paid by the entry deadline. There is no guarantee of acceptance into the exhibit.

FORMAT FOR DIGITAL IMAGES (JPGS) AND HOW TO SEND THEM

All entries must be submitted in a digital JPEG or JPG format, either cropped to remove background or on a black background without a mat. Photos of the artwork should not be taken through glass or Plexiglas. Image quality is critical: Poor photography and presentation may affect acceptance by the juror. The digital image must represent the painting. Entry form must be filled out in its entirety. List sizes up to the nearest inch. Be sure images are right-side-up.

Before uploading your images, make sure they are smaller than 4MB, but at least 1920 pixels on the longest side at 72 dpi. Images should be in JPEG format, sRGB color space. Help in photographing your work and properly sizing your images can be found at: www.OnlineJuriedShows.com/help.aspx. If you need help entering your images or are unable to, please write to us here: <https://onlinejuriedshows.com/Contact.aspx>

Please add Services@OnlineJuriedShows.com and Manager@OnlineJuriedShows.com to your safe senders list to ensure notifications are received. If all else fails, email or call Ken Ronney at kronney@aol.com - (818) 996-1630 with questions.

RELEASE OF LIABILITY

By entering “Reflections,” the artist acknowledges that all reasonable care will be taken to safeguard the artwork(s) and the premises and said person accepts that SFVACC and its agents, associates, directors, officers and volunteers will not be responsible for any damage, injury, liability loss or theft should any occur. Insurance for artwork entered in this exhibit is each individual artist’s responsibility.

REPRODUCTION OF ARTWORK

Any artwork entered in this exhibit may be reproduced for advertising, marketing, and promotional purposes for “Reflections” or future exhibits without consent from or notification to the artist or the artist’s agent.

HANGING

The exhibit will be hung immediately following take-in. Artists’ assistance is welcomed.

SALES

Any artwork without a sale price on the entry form will be considered “Not for Sale” (NFS). Prices cannot be changed from those stated at submission. SFVACC will receive a 30% commission on any and all sales from the exhibit or as a result of the exhibit. The artist will receive 70%. Artists should expect payment within 3 weeks after the close of the exhibit. All sales are final. All artwork must remain in the exhibit until the exhibit ends.

AWARDS

A \$300 award will be presented at the reception for the Best of Show artwork. This artwork could be used on our digital postcard which will be sent as a digital .pdf to all participating artists to distribute via e-mail. We will request a high resolution image from the artist whose photo is selected as Best of Show. 1st Place (\$200) and 2nd Place (\$100) will be awarded as well as 4 Honorable Mention awards.

PROMOTION OF THE EXHIBIT

Promotion will be handled by the SFVACC, but we welcome artists promoting the exhibit as well. An outdoor advertising banner will be created to hang on our railing outside the front of the Center.

RECEPTION

We kindly ask that participating artists help at the reception. There will be a sign-up sheet at the take-in. Please contribute baked goods, wine, water, soda, or any other finger foods. Thank you.

TAKE-DOWN AND PICK-UP

All artwork must be picked up on Sunday, June 4, 2017, 12:00 – 2:00 pm

EXHIBIT CONTACT

Ken Ronney - kronney@aol.com Phone: (818) 996-1630

NO SECURE STORAGE IS AVAILABLE. IF YOU CAN’T PICK UP YOUR ARTWORK, PLEASE MAKE ARRANGEMENTS FOR SOMEONE TO PICK IT UP FOR YOU. CHARGE IS \$5 A DAY PER ARTWORK IF LEFT AT THE CENTER.