

2017 “Shades of Spring” PROSPECTUS

Questions: carolmooreprintmaking@gmail.com

ALOG will have our “Shades of Spring” exhibit in the Kay Gallery and new this spring ALOG “Small Wonders” in the Terrace Gallery.

SHOW DATES:

April 17 - Monday	5:00 to 7:00 pm	Delivery and Check-In of Artwork
April 18 - Tuesday	1:00 to completion	Hanging Team Only
April 19 - Wednesday	1:00 to 5:00 pm 5:00 to 7:00 pm	Show Open to Public 3D Take-In/Set Up
April 20 - Thursday	4:00 to 7:00 pm	Show Open to Public
April 21 - Friday	4:00 to 7:00 pm	Show Open to Public
April 22 - Saturday	12:00 noon to 8:00 pm	Show Open to Public
April 23 - Sunday	12:00 to 5:00 pm 2:00 to 4:00 pm 5:00 to 6:00 pm	Show Open to Public <i>Artists' Wine Reception</i> Take Down Show

Eligibility: Open to all ALOG members in good standing with dues paid and prior participation in **TWO** ALOG events (meetings and/or serving on hanging committee or receptions for BlackRock gallery) since previous show. Please note: The deadline for eligibility is **April 5, 2017** and the general meeting that evening can count toward the eligibility if fully attended.

Registration: The registration deadline for submitting the registration form, photo of display (3-D artists only), inventory list, and show fee is Wednesday, **April 5, 2017** (ALOG April meeting date).

If you need to mail in your forms, lists, fees, etc. they must be postmarked by March 31, 2017. Email carolmooreprintmaking@gmail.com for mailing address.

Entry Fee (payable to ALOG):

- *2-D work is any work that can be hung on the wall or panel, typically framed*
- *3-D work is any items on a table, ie: pottery, jewelry, scarves, boxes, etc.*

Registration fee is a flat \$30 per artist.

- *All artists may submit both 2D and 3D artwork.*
- *All artists may submit two 2D works 18” or larger for the Kay Gallery.*
- *All artists may submit two 2D works 18” or smaller for the ALOG “Small Wonders” in the Terrace Gallery.*
- *All artists may provide a black canvas floor bin to display their own works or place up to 10 pieces of artwork in the group ALOG bins.*
- *All artists may have cards (limit 10, duplicates should be inventoried and filled by the artist) in the ALOG card racks.*
- *All artists may participate in the 2D “Small Works” exhibit in the Terrace Gallery.*

General Information for All Participants

(Separate requirement pages for 2-D work, including sculpture, and 3-D (fine crafts) follow these pages)

Continuing THIS show:

1. **Backstory (Optional):** Create a backstory regarding one of your art pieces. It must be 200-300 characters in length and will be placed on 4.25" x 3.5" cards next to your piece. Make sure to include name of artist and name of piece in the description. Due to Julio Sotomarinno juliosotomarinno@yahoo.com no later than **April 10 2017**
2. **"Artists at Work" Demo:** Artists Demos on Saturday, 12:00 – 5:00 pm and Sunday 12:00 noon – 4:00 pm (no sales from table). Limited show duty demo slots available. See Sign-Up Genius for details

Delivery:

1. Show participants must arrive with work between 5:00 to 7:00 pm on **Monday, April 17th**. **There will be no exceptions for late arrivals.** Please arrange for someone to bring your work if you are unable to come at this time. You, or your agent, will need to stay until the check-in process is completed.
2. Take your work into the gallery and put it all in one area against a wall. **Then go to the check-in table where someone will assign you a check-in person.** Your work will be juried for criteria and presentation. (see page 3)
3. Show hanging will be from 1:00 to completion on **Tuesday, April 18th**. The hanging (set-up) committee will hang 2-D work until hanging is complete. Hanging Team will assist with take-down.
4. 3-D artists must set up their own work on **Wednesday night, April 19th** (5:00 to 7:30 pm) or designate someone to do it for them. Any artist with a scheduling problem should check with the show chair *in advance*. Set up of 3-D work need to be completed by 7:30 pm so we can exit the building at that time. Contact 3D liaison Sheryl Winans if you have questions: sher065@aol.com
5. Mark your last name or three initials prominently on the box for extra 3-D artwork, cards and bin work to be stored under the tables or in the back storage room, so the inventory can easily be located by anyone restocking your area.

Final Pickup of Work: Early removal of work by the artist is not permitted. No exceptions. Patrons may remove art at the time of sale. All work must be removed promptly beginning at 5:00 pm Sunday. All showing artists **MUST** attend the Sunday reception and stay to help with the show takedown from 5:00 to 6:00 pm. ALOG and BlackRock are not responsible for any art not picked up at this time.

Show Work Duty: See Volunteer Sign-Up Genius for show duty information.

Sales and Liability

Commission: A 30% commission is taken on the sale of all work sold at the show. (15% goes to ALOG and 15% to BlackRock). Only ALOG members and BlackRock staff will receive a 10% discount on their cash or check purchases (credit card purchases **do not** apply for the discount). If a show participant sells a piece of artwork displayed at the show within 14 days of the show closing, then a check must be sent to ALOG for 15% commission.

Liability: ALOG members working during the show should take good and reasonable care of the artwork on display. ALOG and BlackRock **are not** responsible for damage or loss during the show.

ALOG's SHOW COMMITTEE will gladly answer any questions. Please contact:

carolmooreprintmaking@gmail.com

CRITERIA FOR 2-D ART/SCULPTURE SUBMISSIONS

Entry Conditions for Artwork:

Note: We encourage all 2-D artists to submit work that has not been previously shown in an ALOG show.

2-D Wall Artwork: Original Artwork Only

- All wall-hung work must be properly framed, with wire for hanging at least 2" from the top edge of the frame. *Gallery wrapped canvasses are permitted.*
- **NO** smudged mats, wet canvasses, clip or poster frames, or damaged frames are allowed.
- A label made by the artist must be put on the back of the work to include: artist name, three letter initials, medium and price.
- All entries must be priced or marked NFS (Not for Sale. NFS items must show a retail value on the artist's inventory sheet. Artists are encouraged that NFS constitute no more than one-third of the total work submitted (both 2-D and 3-D). We strongly encourage prices on all items.
- Check-in includes a quality check of each artist's work.
- Our show visitors include small children, so work must be suitable for display in a family oriented setting.

Unframed 2-D Bin Artwork:

- All unframed 2-D prints will be displayed in a print rack. ***NO framed work or canvas allowed in the bins.***
- Each piece must be properly matted, and should be in plastic print sleeves, or wrapped neatly in shrink-wrap, acetate, or clear plastic. Saran wrap or Ziploc type bags *will not* be accepted.
- A label made by the artist must be affixed to the back of the packaging with: artist name, three letter initials, medium, and price.
- All reproductions (prints or color copies) of your work must be labeled as such.
- **Only one image of each work may be displayed in the show at a time.** (Extras will be stored in your marked boxes or on storage shelves in the back room for restocking and artists are responsibility for restocking).
- Space permitting, only up to ten unframed items of an artist will be shown at any one time and **MUST** be inventoried at show intake. Artists may supply their own black Canvas floor bin to display just their works. All items must be inventoried at check-in.

Sculpture:

- Fine artists working in sculpture may enter up to three total works (weight 25-50 lbs. or less) to be shown on pedestals or at windows as space permits.
- Any sculpture meant to hang must have a device attached to the back suitable for hanging, weight and size permitting.
- Weight limits for sculpture hung on the wall will be at the discretion and approval of the ALOG hanging committee with input from the BlackRock gallery personnel as necessary.

Gallery Space Limitations (work will be hung as space permits)

Two-Dimensional Hanging Wall Art:

- Kay Gallery: Up to two items 18 – 42 inches wide, including frame,
- Terrace Gallery: Up to two items 18 inches or smaller, including frame,

All pieces must be framed or gallery-wrapped with the sides painted and finished. No sets (diptychs, triptychs, etc.) will be accepted. Artists are encouraged to show work not shown in previous ALOG shows, and work will be hung **as space permits***. Each piece must have a label attached containing artist's name, title, medium and price. Please also email the following label information to Julio Sotomarinno (juliosotomarinno@yahoo.com) by **April 10, 2017**; for use in the preparation of formal gallery labels (uppercase text, font size 9 point as follows):

"TITLE" (in quotes)

NAME: LAST NAME (ABC) (the three letters in parentheses are your initials

MEDIUM:

PRICE: or NFS

NOTE: The show chair reserves the right to reduce the display of items if space becomes limited. Each artist will, however, have work displayed in the show. Overflow work will be put in the gallery storage room, space permitting, and will be brought out as space becomes available in the gallery.

CRITERIA FOR 3-D ART SUBMISSIONS

ALL WORK MUST BE INVENTORIED. NO NEW UNINVENTORIED WORK PERMITTED IN THE SHOW.

Fine 3-D Artwork:

Originality and fine craftsmanship is a must. "One-of-a-Kind" pieces, if derived from already-made elements, must be turned into your original over-all design. The show chair reserves the right to remove any fine craftwork that fails to meet these criteria. **No Kits and No Duplicates.**

If you are new to ALOG, you **MUST** submit a photo of your work/display. If you have submitted in the past year and have not made any significant changes to your work or display, you do not have to resubmit a photo.

Display of 3-D Work:

Table space is extremely limited and 3-D artists will be limited in space. 3-D artists must understand that it may be necessary for the show chair to rearrange the tables to make better use of the space.

Table displays: If you plan to display your works on a table, varying your display heights can allow you to put items closer together in a visually interesting manner. You can bring your own display stands or props to vary the height of your displays. The height of your display pieces cannot be higher than 18" in order for good viewing of the entire show and to be consistent with other artists. We encourage you to talk with other 3-D artists to coordinate displays. You can use neutral objects (mats, jewelry pads) beneath your displays but nothing that dangles over the edge of the table. ALOG has the right to rearrange or adjust art display as needed. **Smaller display size is encouraged for flexibility.**

The display tables are covered with beige tablecloths that reach the floor. If you have extra work, please be sure it is in boxes that will be stored under the tables or in the back storage room. You must mark your last name or three initials prominently on the boxes so they can easily be found for restocking your area.

SAMPLE DISPLAYS FROM PREVIOUS SHOWS

