

PROSPECTUS

17th SVAC ANNUAL FALL THEMED ART EXHIBITION

THIS YEAR'S SHOW THEME IS:

TALL TALES

November 16th – December 3rd, 2017
Sedona Arts Center – Special Exhibition Gallery
15 Art Barn Rd., Sedona, AZ 86336

Reception: Friday, December 1st - 5:00 – 8:00pm

Gallery Hours: 10:00am – 5:00pm Daily. Closed Thanksgiving, Thurs. Nov. 22nd.

TALL TALES

In order to keep our Fall Show fresh and exciting each year, SVAC strives to come up with creative and innovative themes. The concept for this year's show centers around how best we can utilize the Special Exhibition Gallery and present a dynamic new look to the public. To this end we will focus on height and are asking our members to share their artistic vision in a vertical format. Think of trees in a forest, some large and mature, some small, growing and reaching for the light.

This is a wonderful opportunity to think outside of the box and *stretch* artistic creativity. Each of us has a story to tell and what better way to tell that tale, than through art.

HAPPY CREATING

PLEASE READ THIS PROSPECTUS CAREFULLY

IMPORTANT INFORMATION

APPLICATION DUE DATE: Friday, October 13, 2017 NO late applications will be accepted.

The Electronic Application will be available on line on July 15th at: www.sedonaartistscoalition.org. If you do not have a computer contact Julee at: 239-9967 to make arrangements for inputting your electronic application.

ENTRY FEE: \$35 (non-refundable) due Friday, October 13th. Make check payable to SVAC and mail to SVAC, PO Box 3761, Sedona, AZ 86340 or use PayPal at: www.sedonaartistscoalition.org.

ELIGIBILITY: Paid membership in the Sedona Visual Artists' Coalition.

ARTIST COMMENTARY: You may write a commentary to complement your art piece. This is not a requirement. Space and exhibition design elements require us to limit your commentary to 100 words. Poetry is acceptable as a part of the commentary but not as an aside piece.

SALES: Sales that are made at the exhibition will go directly to the artist and not handled through SVAC. A suggested donation to SVAC of 15% or more would be appreciated. It is acceptable to exhibit work that is not for sale.

ARTIST BOOK: You get two pages in the Artist Book. You can drop off your pages at the SVAC Monthly Meeting on Friday, October 13th at Keep Sedona Beautiful between 6:00 – 8:00pm.

GALLERY SITTERS: Everyone is **REQUIRED** to sit the show for one shift. Shifts are 3.5 hours, 10:00 a.m. – 1:30 p.m. and 1:30 p.m. – 5:00 p.m. If you cannot sit the show you will be required to pay a non-sitting fee of \$15.00. Contact Darleene Nelson at: 254-1914 or darnh2ocolors@gmail.com to arrange to sit the show.

RECEPTION: Friday, Dec. 1st from 5:00pm – 8:00pm. All participants are required to bring finger food items to share at the reception or you may opt to pay \$20.00 for food to be purchased by our committee.

PRESS: Email images (300 DPI, size 5"x7" in **high resolution**) to: Julee Norton-Cohen at witchphd2b@gmail.com by Friday, Oct. 13th.

IMPORTANT SHOW DATES AND DEADLINES

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| Oct. 13 th | (Fri.) | Deadline for Application, Fee, Commentary, Images & Artist Pages |
| Nov. 14 th | (Tue.) | Take-In: 9:00 am – Noon |
| Nov. 16 th | (Thurs.) | Exhibition Opens to the Public |
| Nov. 17 th | (Fri.) | SVAC Meeting at the Show – 6:00 – 8:00pm |
| Nov. 23 rd | (Thurs.) | Thanksgiving - Closed |
| Dec. 1 st | (Fri.) | Reception: 5:00pm – 8:00pm |
| Dec. 4 th | (Mon.) | Take-Down: 9:00am – 11:00am |

ART WORK REQUIREMENTS:

One piece per person.

2-dimensional size requirements for works to hang on the wall:

A maximum of 84" H (7') x 24" W (2') x 5" (D) (INCLUDING FRAME). Art work to be hung on a wall must be properly framed and wired for hanging. NO saw-tooth hangers! Arrange diptych/triptych art work together as a single unit for easy hanging. This can be done with a single, stable backing.

The Hanging Committee will **not** hang inadequately framed art work. Scratched, damaged and/or soiled work will be rejected. Gallery wrap is acceptable. NO wet art work will be accepted. No art work can protrude more than 5" from the wall.

3-dimensional, Sculpture/Installation Requirements:

Maximum dimensions are: 84" H (7') x 18" x 18" W INCLUDING BASE and should weigh no more than 50lbs. Let us know if you need a pedestal.

Art work can be hung from the ceiling. If you are considering this, please contact Taylor Hellmann at: 282-1145 or taylor@sedonaartbydesign.com to discuss specific details.

3-dimensional wall art must fit within the 2-dimensional size requirements.

GILCEES: ONLY original art work will be accepted into the show.

PHOTOGRAPHY: Original photographs are acceptable. A photographic reproduction of original art work is not acceptable.

No substituted art work will be accepted. Artists must submit the art work that they committed to the exhibition in the on-line application.

Art work must be two years fresh, and not have been exhibited or appear in a gallery, or equivalent space in the greater Sedona area during that time. The art for this show must relate to the theme of the exhibition.

Commentaries and Labels for art work will not be changed after Oct. 13th and will appear as submitted in the on-line application.

Art work cannot be re-arranged or changed by individual artists once the show is hung.

IN ORDER TO PRODUCE A WONDERFUL EXHIBITION WE NEED HELP IN THE FOLLOWING AREAS. PLEASE CONSIDER VOLUNTEERING. WE NEED YOU!

ARTIST BOOK: PRESS: TAKE-IN: Check in Artists

RECEPTION: Set up – Clean Up – Refresh Tables – Bartending

TAKE-DOWN: – CHAIR & Help Clean Up

QUESTIONS

CHAIR: Julee Norton-Cohen – 239-9967 or witchphd2b@gmail.com

EXHIBITION DESIGN: Taylor Hellmann – 282-1145 or Taylor@sedonaartbydesign.com

GALLERY SITTING: Darleene Nelson – 254-1914 or darnh2ocolors@gmail.com

RECEPTION: Laura Pokorny – 282-3032

ACCEPTANCE AGREEMENT

All artists participating in this exhibition are required to sign and date this Acceptance Agreement

Mail your Acceptance Agreement to:

Julee Norton-Cohen % SVAC,
PO Box 3761, Sedona, AZ 86340.

By signing this Agreement, I _____ agree to adhere
Print Name

to the **Art Work Requirements** as outlined in the Prospectus. I understand that non-adherence to the **Art Work Requirements** will result in removal from this year's show and a suspension from participating in next year's Fall Exhibition.

HOLD HARMLESS: I understand that I am responsible for my own insurance coverage for my art work. I hold harmless the Sedona Arts Center, the Sedona Visual Artists' Coalition and all its members. I agree to allow my art work to be photographed for inclusion in press releases or articles written for newspapers/magazines about the show. I understand the sanctions as described in this Acceptance Agreement.

Signature of Artist

Date