



“SPRING INTO ART” - SHOW PROSPECTUS

SHOW DATES: March 8 – April 1, 2012

SHOW HOURS: 10AM – 5PM (Wed-Sun), ARTIST’S RECEPTION Saturday, March 10, 6-9PM

This Prospectus applies to juried artists who wish to participate in the 2012 Spring Exhibition

Requirements of Participating Gallery Artists:

- The exhibition fee is \$50 per panel side/floor/table space needed to accommodate the artist’s art work
- Each artist shall complete & sign a Hold Harmless-Inventory-Originality form
- Each exhibiting artist must work 4 hours for each panel side/floor/table space rented in this show. Artists must complete the Volunteer Sign Up sheet and identify a job activity (e.g. greeter, host, cashier, gift shop monitor, etc) to be performed during the 4 hour shift period(s).
- If for any reason, the artist cannot work their selected job shift(s) it is the artist’s duty to find a qualified replacement such as another artist displaying work in the show or an artist from a member art group.
- Artists are highly encouraged to demo/do their art work during their shift as long as the customer remains their first priority.
- All artists will dress appropriately in “business casual” clothing while working their shift.
- No art work shall be removed from the show by the artist unless the Exhibition Director has been contacted and arrangements secured for pick-up or delivery of a new piece.

Participation: You must be an Arizona Art Alliance juried artist in order to participate. The deadline to submit a jury application is January 31, 2012 in order to be considered for this show. Please refer to the website for information about the jury process and the form. Applications will be reviewed promptly and artists notified of their jury status no later than February 10, 2012.

Important Dates: Delivery & set-up of art is Tuesday, March 6. Reps hang their work and assign display spaces between 12 noon-1PM. All other participating artists begin set-up at 1PM. All art must be set up by 3:00 PM, March 6, 2012. Pick-up of shown art will be Monday, April 2, 2012, 9AM-3PM.

Panel Size and Layout Requirements:

- The rental space for hanging artwork on a panel side is 38.5” wide by 70.5” high.
- There must be at least a 1” open space along the sides and top of the panel and at least a 2” open space at the bottom of the panel.
- There must be at least 1” between paintings and 2” under each art piece to accommodate sales tags.
- Reminder – each art piece deserves enough space to be appreciated by the viewer. Crowding a panel detracts from the individual artwork and may also detract the art displayed on neighboring panels.

Floor/Case/Table Space Sizes and Requirements:

- Floor space for art displayed on pedestals/stands is *approximately* 3’ x 6’. Display equipment should be supplied by the artist and is subject to the approval of the Exhibition Director. Limited shelving and display stands are available for 3D art. The Arizona Art Alliance may decide to display 3D art in various areas of the gallery instead of being grouped next to his/her specific art group. If an artist does not wish particular piece(s) be separated, s/he must state that on his/her hold harmless form.

- Table space for 3-D art is one 3' x 6' foot table with space between tables as required for ease in viewing the items. The Arizona Art Alliance will provide the tables and black table cloths. Table space is most appropriate for pottery, gourds, wood and non-jewelry glass items. Table spaces should not be utilized by jewelry artists.
- All jewelry must be placed in locked cases. The Arizona Art Alliance has a few locked glass cases available for this purpose. If more jewelry is accepted than there is space available, artists may be asked to supply a table-top style, locking, glass case. Jewelry artists are not required to volunteer more than the standard volunteer time, however, we urge them to consider being at the gallery to promote their work on weekends and during the Reception.

For small 3D items we recommend the artists utilize the gift shop area. Please provide your own display equipment for the gift shop which may or may not be used by the Arizona Art Alliance.

Definition of Fine Art: This is a Fine Art Exhibit and Sale. All artwork exhibited in the main gallery must be completely original in concept and design. No student/teacher collaborations. The Arizona Art Alliance reserves the right to reject art that may offend viewers or does not meet the guidelines in this Prospectus.

Commission Paid on Sales: A commission of 30% on each art piece sold, including gift shop items, will be retained by the Arizona Art Alliance. The artist will receive 70% of the purchase price to be paid to the artist within 30 days following the date on which the item(s) were sold. The Arizona Art Alliance will not request a sales percentage from the artist on work that is commissioned by a customer as a result of buying or seeing displayed gallery pieces.

Gift Shop Size and Requirements: The Gift Shop is for lower-priced jewelry items, giclées, cards, etc. Space is very limited. Refer to the Gift Shop Prospectus for rental prices and detailed information.

Panel/Floor Space Assignment: The Exhibit Director will assign panel sides/floor/table space areas for each participating art group. The Representative of each group is responsible for assigning panel sides/spaces to each of his/her artists based upon the area identified by the Exhibit Director.

Art Category Requirements and Selling Price Minimums: All artwork must be for sale and be of the highest quality. Framed giclee prints are permitted, not to exceed one third of each panel side, and must be identified as a reproduction on the tag. All 2D work must be framed with appropriate backings, using wire to hang work, no saw-toothed hangers. Gallery wrap canvases are allowed if they have at least 1.25" sides, the sides are painted a solid color or the scene continues around the sides, and there are no staples showing. 3D art work displayed on special stands or with background enhancements (e.g. mirrors), need to be clearly marked on the tag and Hold Harmless-Inventory form as to whether the stand/enhancement is included as part of the price of the art piece.

All art work must have a price at or higher than the minimums established below (except in the Gift Shop).

Two dimensional art: \$150.00 minimum price.

Two dimensional miniature art (image size of 10"x12" or smaller): \$75 minimum price.

Sculpture: \$150.00 minimum price

Jewelry: \$40.00 minimum price .

Pottery/Gourds/Wood: \$40.00 minimum price

All items not conforming to these minimum pricing standards will be removed or placed in the gift shop.

Cards, Signs & Literature: Participating artists may place business cards on their panel(s) or space(s) but must be displayed in a clear business card holder. The Arizona Art Alliance reserves the right to reject the container for business cards if it does not meet this requirement. Artist brochures may be displayed in clear display holders. Maximum size for brochures is an 8.5 x 11" trifold. No other literature or signs are allowed on the panel/table/floor area.

Back-ups and Art Sold: There is limited space for back-up art (i.e. replacements if an art piece sells). The Arizona Art Alliance prefers to contact the artist to bring in a replacement if a piece sells. The replacement art will need to be a similar size in order to accommodate it in the space available/rented by the artist and must be added to the artist's inventory sheet prior to being hung/displayed.

Judging, Ribbons and Awards: Outside judges will be used to award ribbons for 1st, 2nd, 3rd place and Merit by medium and "Best of Show". In addition, a Directors ribbon will be awarded to one art piece and a President-Chairman's ribbon awarded for an outstanding "body of work". Ribbons will be awarded by specific medium type (such as oil, watercolor, wood, sculpture, glass, etc.) unless there are not enough items or artists competing in a given medium area. Should there not be more than 15 items and at least 3 artists competing in a given medium, that medium will not receive a separate ribbon award. All items that are not judged within their own medium will be grouped into "Other 2-D Art" or "Other 3-D Art." Giclées and artwork that received a ribbon (other than Merit) in a previous Art Alliance show are not eligible to receive another ribbon in this show. Blue title tags must be used for art pieces that received previous ribbons (other than Merit) to assist with the judging process.

For judging purposes, photography art must be labeled as "Standard Photography" (and may include whether it is film or digital capture), or "Photography-based Digital Art." Standard photography will include all photographs that are printed directly from a negative or a digital capture with no changes other than density or color balance to match the resulting print to reality. All changes must be made to the entire image in one step without the use of layers, masking, or other selective processes. "Photography-based Digital Art" is any photograph that has been enhanced or changed in any way beyond that described in Standard Photography. Digital Art will be any computer-generated artwork that has no element of any photograph included as either an element or a base for the work. To receive a ribbon, any photography art that is not labeled "Standard Photography" or "Photography-based Digital Art" will be categorized as "Other 2-D Art".

If purchase and/or cash awards are made available for this show from corporations or individuals, the Arizona Art Alliance will retain its standard 30% commission percentage of all purchase awards. The artist receives 100% of any cash awards secured. All art work displayed in the show is eligible for purchase and cash awards.