



Arizona Art Alliance
~ Spring Fine Art Exhibit & Sale ~
March 19th, 20th & 21st, 2010

Advertised Show Hours:

Friday, March 19th: 10am to 8pm

Saturday, March 20th: 10am to 8pm

Sunday, March 21st: 10am to 6pm

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**There will be a special VIP Private Viewing and Artist Reception Evening on**

**\* Thursday, March 18<sup>th</sup>. Invitation only \***

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Plein Aire Paintout / Art Demos & Workshops all 3 days

Judges & Ribbons / Expanded Gift Shop Area

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**Show Prospectus**

**Arizona Art Alliance Statement of Purpose:** Arizona Art Alliance (AAA) is committed to promoting art education and appreciation by providing member organizations a marketing venue and professional resources, financial contributions to art related charities and training and mentoring programs to the community. The information contained in this prospectus is presented to help facilitate this process.

**Participation:**

Participation for shows is open to all AAA juried members. Panel sides and floor space must be reserved through a participating art league. The AAA show committee sets the amount of panel sides/floor spaces available for sale per show, per league. 30% of purchase price of all art work sold at shows goes to AAA. 70% of the purchase price goes to the artist.

### **Panel Size, Cost and Layout Requirements:**

#### **New**

: For this event only each panel side and floor space will rent for \$30.00 for the entire show.

#### **New:**

For the first time 4" by 9" brochure holders may be hung from an artist's panel (clear or black plastic only).

The available space for hanging artwork on each panel side is 38.5" wide by 70" high. There must be at least a 1" boundary that will be left open between the sides and the top of the panel and the paintings and a 1" boundary between each painting. There must be at least 2" under each painting left open, including 2" between a painting and the bottom of the panel to allow for the hanging of sale tags. Standard business card holders can attach to the panels. (clear or black plastic only)

### **Floor Space Size and Requirements:**

Floor space for jewelry, pottery, gourds and sculpture etc is available. The space is 48" wide and 96" long. Artists must supply their own pedestals, display case or tables to fit in the prescribed space. All tables must have a floor length, solid colored tablecloth.

### **Panel/Floor Space Assignment**

The area where each league will display their works and where their floor space will be available is assigned by the AAA Show Committee. The assignment of specific panel sides to a participating artist within a group is the responsibility of the individual art group representatives.

### **Art Category Requirements and Price Minimums**

Artwork must be of high quality. All artwork must be the artist's own, original work, no student/teacher collaborations. All paintings 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 and have no staples showing. Please Note: Any artwork may be removed from a show at the discretion of the AAA Show Committee if it is felt that it does not measure up to the AAA standards. There will be no refunds from AAA. Giclees and prints are allowed in no more than 30% of the artist's panel space and must be clearly labeled as such.

*New: Please Note: reproductions are allowed within the "Giftshop Area".*

*A separate Prospectus for the Gift Shop will be available shortly with details on type of goods, sizes, prices and total quantity artists may have for sale.*

#### **Two dimensional images**

: \$150.00 minimum price.

Miniature:

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

Sculpture

: \$150.00 minimum price

Jewelry

: \$40.00 minimum price. Jewelers must man their display as long as the show is open.

Pottery/Gourds etc

: \$40.00 minimum price.

**Art Group Promotional Table:**

A table for printed art group promotional material will be available. Such material shall be shown in a proper holder to assure an orderly display. Please Note: This area is for AAA groups only. Individual artists may not display their promotional material here.

**Requirements of Participating Artists:**

- a. All artists must have a signed Hold Harmless on file at the cashier's desk by the opening of the show or they will not be allowed to participate in the show. No exceptions.
- b. All artists must have an inventory sheet on file with the cashier's desk by the opening of each show listing all works at the show (including any back-up work) with the name of the piece, size, medium and price. AAA is not responsible for mistakes in prices. It is the artist's responsibility to make sure the inventory and show tag information are correct and agree with each other.
- c. All artwork should have price, title, artist's name and league affiliation on the back or bottom. Small items such as jewelry and gourds are exempted.
- d. All artists in a show must donate at least 2 volunteer hours to help with such things as show setup, take down, demonstrations or host/hostess duty, etc.
- e. All work must be for sale.
- f. Work that has won Best of Show, President's Award, Show Director's Award, First, Second or Third place in a previous Arizona Art Alliance sponsored show will not be eligible for another award in future AAA shows. These items may still be displayed for sale but are to be marked with a different card to be excluded from judging.

**Thank you from the Arizona Art Alliance:**

The AAA is only as good as its participating member artists. To make these shows successful and contribute to our worthwhile charities requires the hard work and dedication of many people. The Arizona Art Alliance would like to thank all participating artists for their contributions.