

PROSPECTUS

WILL SHUSTER'S ZOZOBRA ART SHOW 2011

CALL FOR ENTRIES:

Media: All media including, but not limited to, Acrylic/Oil, Collage/Mixed Media, Pastel, Colored Pencil, Graphics, Photography, Digital Art, Water Media, Sculpture, Encaustic, resin, wax or other layered media, video, craft or functional art.

Photography: Images created via any form of photography will be accepted for consideration (i.e. shot on film, shot digitally, unaltered shots, alternative process, mixed media, digital manipulations, montages, photograms, etc.), so long as part of the image is photographically created.

ENTRY PROCESS:

Begin by filling out: a short descriptive email and then upload your images as JPEG files.

We need:

Title of the Art:

Media:

Size:

Artist name:

Price:

Number of pieces:

Bio (if they want to provide one...not required though):

Phone numbers:

Address:

Entries must be submitted as digital files in the JPEG format. Image size must be at least 1500 pixels on the longest side (but no larger than 3000 pixels), and must be sent via one of these means:

- Email to: rayavaldez@gmail.com
- Mail a CD to the address below

CALENDAR:

July 15, 2011: Deadline for submission of Entries, Registration Form and Entry Fee

July 22, 2011: Announcement of accepted entries

July 29, 2011: Deadline for receipt of framed prints

September 2, 2011: Show opens with the Opening Reception Gala

September 11, 2011: Last day of the Show

PRESENTATION:

Selected works need to be framed or have some other form of presentation device and arrive here "ready to hang". Presentation is very important in our view, so we want to encourage you to professionally prepare your art for the exhibition and sales.

We need (from the Artists) :

Title of the Art, Media, Size, Artist name, Price (for art placard to be placed next to art)

Number of pieces...options for sizes, framing, matting, etc.

Bio (if they want to provide one...not required though)

Additional media they want displayed (Business cards, 8 x 10's, posters, prints, optional media and the prices for it, etc.)

Special requests...

ELIGIBILITY:

Any person in the world may submit images for consideration. Art must be original, created by the person who enters that work. Entries previously submitted to the *Will Shuster's Zozobra Art Show* are eligible for consideration if: A) They were not selected for exhibition, and B) The digital criteria defined above is met.

Art which has been exhibited within a previous *Will Shuster's Zozobra Art Show* is not eligible.

ENTRY FEE:

\$15 for the first entry, \$5 for each additional entry. There is no limit to the number of entries an artist may enter. Artists who entered work in any previous *Will Shuster's Zozobra Art Show* will receive a \$5 discount towards the *Will Shuster's Zozobra Art Show 2011*.

The "entry fee" is the fee to enter images in this competition. Once the entry deadline has passed, the entry fee is non-refundable.

ENTRY FEE CAN BE PAID BY:

Credit Card: Secure online payment via Visa, Mastercard, Discover, or American Express

Or: **PayPal:** Secure online payment via your PayPal account.

Or: If you would rather not pay online, you may fax your credit card info to us at:

Name on the Card: _____

Account # _____

Expiration: _____ Extra 3 digits on the back of your card: _____

Billing address of card:

Or: **Check**, made out to: The Kiwanis Club of Santa Fe may be sent by mail along with a printed copy of *this page* to:

Will Shuster's Zozobra Art Show 2011
PO Box 622
Santa Fe, NM 87504 USA

SUBMISSION DEADLINE:

The Registration Form, the Entry Materials, and the Entry Fee must be received by **July 15th at 11:59 pm PDT** (California Time).

FINAL ACCEPTANCE:

Final acceptance of entries in the *Will Shuster's Zozobra Art Show* exhibition is up to the Curator's discretion after viewing the delivered framed prints. If a print does not match the appearance of the JPEG entry, or if the print quality or the framing (presentation device) are not suitable quality for gallery presentation, the Curator may ask the artist to replace whichever element is not suitable. This is going to be an excellent show, so we desire that all of the art be presented in a top-notch manner.

SALES:

Exhibited work will be available for sale (unless the artist designates certain entries NFS). The price for each framed print is entirely up to each artist to decide. *Will Shuster's Zozobra Art Show 2011* will retain a commission of 35% on all sales that occur during the exhibit or which occur later as a direct result of the exhibit. The balance will be mailed to the artist.

INSURANCE:

Will Shuster's Zozobra Art Show 2011 carries no insurance for loss or damage to artwork in the gallery or in transit, nor assumes any liability for same. However, every precaution will be taken for the safety of the exhibited work. Artists should provide their own insurance coverage.

SHIPPING:

Entries which are accepted for exhibition must be shipped to Santa Fe (or delivered in-person) by August 15th, 2011. Entries must be packaged securely in a sturdy shipping box, even if the artist delivers his or her work in-person. Received work that is not sold must be shipped out at the artist's expense, with shipping arranged by the artist (or picked up in-person) by September 11, 2011. We'll retain all of the packaging box/materials in which the artist's work is sent to us. If the work does not sell, we will re-use the packaging to send the work back to the artist.

USE OF IMAGES:

All entrants agree that any image they submit to the *Will Shuster's Zozobra Art Show 2011* may be used for marketing and promotional purposes directly related to the *Will Shuster's Zozobra Art Show 2011*. This use may include, but is not limited to, publication in any *Will Shuster's Zozobra Art Show 2011* printed materials, advertisements, electronic media, Internet, television, catalog, DVD, magazine, gallery shows, and zozobra.com. Any image used by the *Will Shuster's Zozobra Art Show 2011* shall carry a credit line of the artist. Copyright and all other rights remain that of the artist.

CONTACT / QUESTIONS:

Ray A. Valdez

Email: rayavaldez@gmail.com

Phone: [\(505\) 660-1965](tel:(505)660-1965)

DELIVERY OF ACCEPTED WORK: Accepted work must be available Monday, August 15, 2011 for photography and or promotional purposes. Work must be delivered to the gallery on Thursday, September 1st, 2011, 10am-3pm. All other arrangements must be made in advance and approved by the gallery. All work must be properly framed and/or ready to hang, no saw-tooth or clip-on hangers, no exceptions. If work requires specific hardware, it must be provided when work is delivered. At the juror's discretion, work that is dirty, in disrepair or otherwise deemed unfit for display may be excluded from the show. Decisions of the juror are final. Work must be unwrapped upon delivery - *Will Shuster's Zozobra Art Show 2011* will not store any packing materials.

SALES: All work will be offered for sale. All work must be priced to include *Will Shuster's Zozobra Art Show 2011* 35% commission. ** Payment of sales will be sent to artists 30 days after the close of the show.**

LIABILITY: *Will Shuster's Zozobra Art Show 2011*, its staff, Board or anyone connected to the exhibition will not be responsible for loss, damage, breakage or theft of artwork while at the gallery. Your entry into this exhibition constitutes agreement with these terms and conditions as set forth in the prospectus.

About: *Will Shuster's Zozobra Art Show 2011* is a 501(c)(3) nonprofit organization whose mission is to provide opportunities, resources, services and exhibition venues for emerging Santa Fe artists of all media.

FREQUENTLY ASKED QUESTIONS

Entry Process, Other FAQ, If My Work is Accepted, etc.**How do I enter my work?**

The entry process is very easy, simply fill out a short descriptive email and then upload your images as JPEG files. You may enter as many images as you like.

What size do I save my JPEG images?

Image size must be at least 1500 pixels on the longest side (but no larger than 3000 pixels). Save your files at Quality 10 (or just choose the highest quality option). We suggest using the Adobe RGB color space profile.

What resolution (ppi) should I size my JPEGs to?

You can set the ppi (pixels per inch) resolution to be any number value. The ppi resolution is a "relative" number, pertaining to printed reproduction. For example, a 1500 pixel image when set to print at 300 ppi will be exactly 5", or if set to print at 100 ppi will be exactly 15". But the file size (in terms of MB) will be the same for both, due to the fact that the only thing that was changed by the user was its printing instructions. Since we are not printing, we are just projecting the actual file with a digital projector, the issue of ppi does not matter to us. The only issues that matter to us are the number of pixels (at least 1500, and no bigger than 3000) and saving your JPEG files at a quality level of at least 10.

Should I add watermarks, signatures, borders, etc. to my images?

Please do not add a border or any kind of graphic outline around your images. Borders naturally occurring such as film or rough paper edges are acceptable. Wide borders will only make your image appear smaller in comparison to the other images projected. Do not add any text or titles or signatures to your images. **IMPORTANT:** Please do not watermark them nor put your name on them nor put a copyright notice on them. This is very distracting when the judge is viewing your images. If there is a large watermark or text across any image, it will not be selected. This is a very private and closed judging process. Your images are 100% secure.

May I include information about my image or my process?

Yes, please include additional information about your image. It is not required to include this but if you feel you have an aspect to the work or a process that needs further explanation, please write about it as "Optional: Information about this entry" section of your email.

How will I benefit if my work is accepted?

Will Shuster's Zozobra Art Show 2011 was conceived and is produced in order to provide a forum for independent artists and photographers to exhibit and sell their work. As a result of our intensive marketing efforts, we sell a very high percentage of the work. Over 3,000 people will view (for free) the exhibition, and the world class Opening Reception Gala on September 2nd will be attended by over 1,000 people (for free). Also, some very good things have happened due to our judge viewing the entries, including referrals to their associates and serious collectors -- resulting in art sales. Our goal with the *Will Shuster's Zozobra Art Show 2011* is to provide as many tangible benefits as possible for the exhibiting artists.

When can I expect to know the results?

Artists will all be notified by email on July 22, 2011 as to whether or not they have been accepted. If you entered work and did not receive a notification by this time, please check your "junk" email box first in case our message was filtered out. If you are certain you did not receive an email, you may call or email us to find out your results.

What is the "Timetable" of important dates?

Jurors will view all of the images in early July. Once they have made their selections for the Show, the artists will all be notified on July 22, 2011. Each artist whose art was selected will arrange to print and frame those selected pieces. The "ready to hang" framed prints must be delivered to Santa Fe by August 15, 2011. So, if your work is selected, you'll have four weeks to prepare and deliver your framed art. Here is the official calendar:

Friday, July 15, 2011: Deadline for submission of Entries, Registration Form and Entry Fee

Friday, July 22, 2011: Announcement of accepted entries

Monday, August 15, 2011: Deadline for receipt of framed art and prints for storage, promotional photography and promotion

Thursday, September 1, 2011: Load In and Hanging of Show 10 am to 3 pm

Friday, September 2, 2011: Show opens with the Opening Reception Gala

Sunday, September 11, 2011: Last day of the Show

What is the copyright policy?

As we state in the Prospectus, the copyright of your images belongs to you. Showing your work in this exhibit does not change this fact. Rights to your images are retained by you.

How should I frame or present my work if it is accepted?

Artists whose work is selected for exhibition in the Show will receive an email with many specific suggestions and requirements about "presentation", about the printing and framing of the selected images. Basically, prints will need to be framed or have some other form of high-quality presentation device and arrive here "ready to hang" in the gallery. Presentation is important in our view, so we'll be encouraging everyone to frame and prepare their selected prints very nicely. Size is up to you, but we would suggest about 24 to 36 inches *wide* (60 to 91 cm) for the outer dimension of the frame. If your piece is much larger or much smaller, please contact us for approval so that we may plan accordingly before we install the show.

For our international friends we have made it easy to arrange printing and framing here. The printer we use is superb, they can easily work with clients who are located in other countries, and their prices are very reasonable. Our framer is an expert as well. Due to the volume of work we provide to him, he gives our exhibitors great prices on framing. We don't want anyone to be prohibited from sending us their work due to the cost of overseas shipping, so we've established this option.

How should I price my work?

The price for each framed print is entirely up to each artist to decide. As stated in the Prospectus, the gallery will take 35% commission of the retail price. If you would like guidance in pricing your work for this show, please contact us.

I can't find my question here or in the Prospectus:

Most topics and questions regarding the Will Shuster's Zozobra Art Show 2011 competition are addressed above or within the Prospectus. If you have any questions which are not answered here or in the Prospectus, please contact Ray A. Valdez: rayavaldez@gmail.com or [\(505\) 660-1965](tel:(505)660-1965)