



## ARTIST SHOWCASE APPLICATION GUIDELINES 2011

Healdsburg Center for the Arts (HCA) is now accepting applications for Showcase 2011 events. Each showcase is juried and runs approximately four weeks including four weekends. All media are considered – wall hung, mixed media, 3 dimensional, free standing and pedestal mounted. Each showcase will exhibit work from 10 artists.

Showcase #1	February 2 – 28	<p><b>“ Where Wild Things Are “</b> – <i>Fur, Fins, Feathers &amp; Marigolds</i> – An all media exhibition. A showcase of nature in the wild – underwater, on land, in-flight. Artists interpret animal &amp; plant life from land, sea, and air. Real, abstract, collaged, digital, 2 &amp; 3d – all styles and media welcome</p> <p><b>Applications due by January 6<sup>th</sup>, 2011</b></p>
Showcase #2	June 1 – 27th	<p><b>“ Art in the Garden - Outdoor &amp; Garden Artworks “</b> This showcase will have 2 sections.</p> <p><b>Part 1 :</b> This part of the showcase will exhibit <b>Art for the Garden</b> –10 juried artists. Works in stone, metalwork/blacksmith, mosaic, wood, ceramics, glass, and other media artworks for the garden are welcome to apply. Garden planters, bird baths, furniture, trellises, gates, sculpture, stepping stones, handmade tools, bird houses garden ornaments etc. Functional &amp; interpretive; any artworks you imagine for the garden. 10 Artists will ea. have 8 linear ft. to exhibit a grouping of their work. All work must be made by the artist applying; no buy sell work will be accepted. See application for showcase &amp; guidelines below. <b>Applications due by March 1, 2011</b></p> <p><b>Part 2 :</b> This part of the showcase will exhibit <b>About the Garden : 25 small works</b> (max size 8in.x 8in.)– paintings, 3d &amp; mixed media ie: plants, flowers, birds, bees, gardeners, tools etc. <b>See Small Works Application below.</b></p> <p><b>Applications due by March 1, 2011</b></p>
<b>Artists interested the showcases below please email <a href="mailto:info@healdsburgcenterforthearts.com">info@healdsburgcenterforthearts.com</a></b>		
Showcase #3	Summer – Fall 2011 Dates TBD	<b>Abstract Works</b>
Showcase #4		<b>Clay &amp; Glassworks</b>
Showcase #5		<b>Photography</b>

### SHOWCASE ENTRY GUIDELINES:

- Open to all artists in Northern California.
  - There is a non-refundable entry fee of \$15 for each showcase application; A check payable to Healdsburg Center for the Arts must accompany your application.
  - A resume, artist statement or short bio must accompany your application.
- Applications are accepted and work juried on an ongoing basis.
- After acceptance, assignment of a show is on a first come first served basis.
- All work must be original (no copies, giclées or prints).
- All work must be for sale and priced appropriately.
- Entry is by photograph or original work. Photographs must be labeled with the First Name, Last Name, Title of work, Medium and the Price.
- An appointment must be made for viewing original works – ( HCA must receive your completed application prior to your appt being confirmed ) For appt requests : **Email [info@healdsburgcenterforthearts.com](mailto:info@healdsburgcenterforthearts.com) Subject: Showcase interview**

### SHOWCASE GUIDELINES:

- The space fee is \$150 per showcase; Artists receive 70% of selling price on work sold; 30% commission to the art center
- Each artist will have 8 linear feet of display space to exhibit their work.
- Work that is wet or unfinished, too fragile, poorly packaged, damaged or is unsafe to exhibit will not be accepted.
- Wall hung work **must be securely wired** for hanging. No clips.
- Work displayed must be the same medium and type as work submitted for jurying.
- All reasonable care will be taken with submitted work, but insurance is the artist's responsibility.
- Prints/giclées in your display area must be in a professional folding wooden print rack.
- The showcase hanging committee reserves the right to request or make changes in a display.
- Ribbon Awards are given for “Best of Show for a Body of Work” and “Best of Show for an individual work”.
- HCA hosts an opening reception for each showcase; artists are encouraged to invite their mailing list to the opening.

HCA provides artists w/ promotional postcards, digital postcard; HCA sends press releases, posts on the HCA website as well as local event websites and distributes postcards to the Healdsburg Chamber of Commerce and local businesses.



130 Plaza Street - Healdsburg - CA 95448 - 707.431.1970

# ARTIST SHOWCASE ENTRY APPLICATION 2011

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Address \_\_\_\_\_

Phone (day) \_\_\_\_\_ (evening) \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Medium (or Media) \_\_\_\_\_

Showcase name you are applying for : \_\_\_\_\_

Put me on the "Wait List" for a second show - \_\_\_\_\_

I am interested in becoming a Resident Artist at HCA ( YES / NO )

I am interested/available for volunteering at HCA ( YES / NO )

## Checklist for SHOWCASE application : See showcase application due dates above

\_\_\_\_\_ A non-refundable application fee check payable to HCA for \$15.00

\_\_\_\_\_ Six (6) or more photographs of your work each identified with:  
a) NAME, b) TITLE OF WORK, c) MEDIUM, d) SIZE, e) RETAIL PRICE

\_\_\_\_\_ A resume, artist statement or short bio

\_\_\_\_\_ 1st, 2nd, and 3rd choice of shows (see above)

\_\_\_\_\_ A SASE (self-addressed, stamped envelope) for review, notification and return of photos

\_\_\_\_\_ If finished work is being submitted, please send an email to [info@healdsburgcenterforthearts.com](mailto:info@healdsburgcenterforthearts.com)  
To advise of request for appointment to review work.

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### MAIL APPLICATIONS TO :

Showcase 2011  
Healdsburg Center for the Arts  
130 Plaza Street,  
Healdsburg, CA 95448

### CONTACT INFORMATION:

- For more information or application forms go to [www.healdsburgcenterforthearts.com](http://www.healdsburgcenterforthearts.com)

- For questions please send an email to [info@healdsburgcenterforthearts.com](mailto:info@healdsburgcenterforthearts.com)



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## SMALL WORKS APPLICATION “ABOUT THE GARDEN” June 2011

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Address \_\_\_\_\_

Phone (day) \_\_\_\_\_ (evening) \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Medium (or Media) \_\_\_\_\_

Showcase name you are applying for :           **SMALL WORKS – ART FOR THE GARDEN**          

I am interested in becoming a Resident Artist at HCA ( YES / NO )

I am interested/available for volunteering at HCA ( YES / NO )

### Checklist for Small Works application:

\_\_\_\_\_ Completed application

\_\_\_\_\_ A non-refundable jury fee of \$15.00 per submission; max 3 submissions per artist.  
Check payable to **Healdsburg Center for the Arts**

\_\_\_\_\_ A photograph(s) of your work each identified with:  
b) NAME, b) TITLE OF WORK, c) MEDIUM, d) SIZE, e) RETAIL PRICE  
( Photograph submissions only; No original works submissions for this part of the show;)

\_\_\_\_\_ A SASE (self-addressed, stamped envelope) for review, notification and return of photos

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Healdsburg Center for the Arts  
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Healdsburg, CA 95448

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