



Prospectus for a Special Event Exhibition and Sale of *Small Artworks*
Opening reception: Saturday, March 21, 2009, 6 to 9 p.m.

The Southern California Artists Association is pleased to announce the 2009 small artworks exhibition & sale - *Small Wonders...* to be held on **Saturday, March 21st and Sunday, March 22nd 2009**, in the SoCal Artists studio, in the beautiful Laguna Canyon in Laguna Beach, California. Small Wonders is a **Special Event Exhibition** and is structured as a fundraiser to benefit the Laguna Beach Education Foundation, also known as **SchoolPower**.

SchoolPower is the oldest, non-profit education foundation in Orange County and has been raising money for Laguna Beach public schools since 1981. Each year SchoolPower fundraises through their annual Community Campaign and several events, such as this exhibition. Funds raised by Schoolpower provide the four Laguna Beach public schools with valued educational programs and resources. A percentage of the annual money raised also sustains the SchoolPower Endowment Foundation, which in turn supports the Teacher Grant Program.

In recent years SchoolPower fundraisers have often featured a focus on the arts. School Power has shown a commitment to the success of the Small Wonders exhibition and will be marketing this event to their extensive, and highly motivated list of supporting members. There is a strong tradition of supporting SchoolPower fundraisers through the purchase of artwork.

The Exhibition: This is an exhibition for **Small 2 and 3-dimensional Artworks**. All work must be for sale, may be of any subject and created by any artistic medium. However, no multiple reproductions or Giclées will be accepted. Hand-pulled prints, monotypes, photographs and monoprints are acceptable. Any artist residing in the US and over the age of 18 may enter. The entry fees are: \$15 per piece of artwork submitted for SoCal Artists members (\$20 for non-members) Non-member entrants may join concurrent with their entry at the member's reduced rates.

Entry categories and number of works to be exhibited: Artists may choose to enter in either the **Professional** or **Non-Professional** category, regardless of whether or not they derive income from their artwork. The jurors will be made aware of which category each artist has chosen and will score them accordingly. The number of works to be juried in is set at 80 and will be divided equally between the two categories. The SoCal Artists Exhibitions Committee reserves the right to adjust the total number of works accepted up or down, depending upon finished artwork sizes and exhibition space limitations. All work must be framed and wired to hang. Sculpture and ceramics entries must provide display bases to support their work for viewing.

Maximum size and number of entries: The longest side of the original, unframed, unmatted, unmounted artwork must be equal to, or less than 10 inches. For example: 10 by 10 inches, or in the case of three-dimensional work such as ceramics or sculpture 10 by 10 inches by 10 inches would be at the maximum allowable size. There is no minimum size. There is no limit to the number of works that may be submitted by each artist.

Entry Period: Artwork in digital format must be submitted online, through the SoCal Artists Website. The window of opportunity for submittal begins at 8 a.m. Wednesday, February 11th and closes at 12 midnight Tuesday, February 24th. An **Entry Receipt** will be generated during the entry process and must be sent, with all entry fees, via US Mail, **postmarked on or before Saturday, February 27th**.

Format for Submittal: Submissions must be in jpeg digital format and absolutely must be prepared per the **ZAPP™** specification. (see page 3 for details) Submitted artwork must then be uploaded to the SoCal Artists website, utilizing the easy-to-use online entry system. Website: www.socalartists.org

Jurors: The jurying for entry and awards for this exhibition will be done by a panel of 3 artist-members of the SoCal Artists Board of Directors. The Juror's biographies and samples of their work will be on display during the exhibition.

Art Delivery: All artwork must arrive before **2 pm, Saturday, March 14th**. Artwork shipped in must be in sturdy, reusable containers and sent via UPS, Fed-Ex or equivalent. Be sure to include adequate return postage or prepaid shipping. The address for hand-delivered and shipped artwork is **3251 Laguna Canyon Road #F3, Laguna Beach, CA 92651, Voicemail: (949) 715-6767**. A \$10 repacking fee must accompany each individual shipped piece of art. Should a piece be sold during the show, these fees will be returned. Hours that the Studio is open for hand delivery will be posted on our online Master Calendar, which is accessible 24/7 from the SoCal Artists website: <http://www.socalartists.org>

Scoring: After the work is hung and lighted, Jurors will score for awards in each of the following criteria: Originality/Concept, Composition, Color/Value and Use of Chosen Medium. Final awards will be based upon the cumulative score of all three judges. Ties will be resolved by a second viewing of available judges. Final scores will be available for review on the SoCal Artists website after the opening.

Insurance and Liability: Although care will be taken in handling of entries, SoCal Artists accepts no responsibility for damage of work submitted to the competition which is improperly framed or packaged for handling. SoCal Artists is not responsible for lost or damaged digital entries or actual artwork.

Reproduction and Promotion: SoCal Artists reserves the right to photograph and document all submitted works for publicity, educational and record-keeping purposes.

Commission and Sales Tax: Sales income will be divided as follows: 50% to the artist and 50% donated to SchoolPower. CA sales tax will be collected and forwarded to the BOE by SoCal Artists. All payments will be processed and mailed within 30 days of the close of the show.

Awards: Ribbons will be awarded in both professional and non-professional categories. There will be no cash prizes.

Communications: All communications for this exhibition must be by email to info@socalartists.org. Entries that have been juried in, and that have submitted a printout of their **Online Entry Receipt** and **Entry Fee** payment, will be notified by email on or before **Wednesday, March 4th**.

Important dates and information to remember:

- **Online submittal opens at 8 a.m. Wed. Feb. 11th and closes at 12 midnight Tuesday, Feb. 24th**
- **Online entry receipts must be postmarked on or before Feb. 27th (No late entries or hand deliveries)**
- **Entry Receipts and appropriate entry fees must be mailed to PO Box 4812, Laguna Beach, CA 92652-4812**
- **Notification of accepted entries will be sent via email on or before March 4th**
- **Deadline for all delivery of artwork to Studio: Saturday, March 14th, before 2 pm**
- **Ship artwork directly to the SoCal Artists Studio - 3251 Laguna Canyon Road. #F3, Laguna Beach, CA 92651 Voicemail: (949) 715-6767**
- **Opening Reception: Saturday, March 21st from 5 pm to 9:00 pm**
- **Exhibition also open Sunday, March 22nd from 11 a.m. to 5 p.m.**
- **Hand pick-up of unsold artwork between 10 am and 5 pm, March 23rd and 24th**
- **Unsold shipped work will be return-shipped the week of March 23rd**

Agreement: Submission to this exhibition constitutes an agreement to the conditions above. Please keep a completed copy of this prospectus for your records. Thank you for submitting your artwork to Small Wonders.

We wish you the best of luck and hope that you enjoy the opportunity to participate in more of the exhibitions planned by the Southern California Artists Association.

The SoCal Artists Exhibitions Committee

Southern California Artists Association - Artwork Submission Specifications

This sheet covers the ZAPP™ submittal specification, which is becoming the standard in the art exhibition world. With your artwork formatted this way you will be prepared to enter many art competitions, including all of the future SoCal Artists exhibitions. For more information on the ZAPP™ system go to: <https://www.zapplication.org>

SoCal Artists puts on periodic **Artwork Preparation Seminars**, which are scheduled prior to our exhibitions. The next seminar is scheduled for **Saturday, February 7th at 10 a.m.** Contact us at: info@socalartists.org to reserve a spot.

The ZAPP™ Specification is as follows:

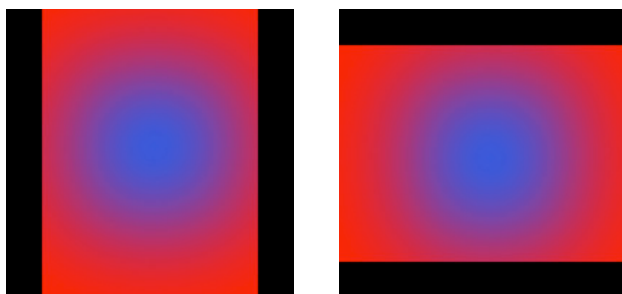
Overall Dimensions: 1920 Pixels horizontally by 1920 Pixels vertically, with black bars required to create a square format (see image examples below). **File Format:** JPEG at 72 dpi (dpi stands for dots per inch)

Here's how it's done:

Image size details: Using an image editing program, such as Adobe Elements™ you will resize your image to be a **1920 by 1920 pixel** square, with a resolution of **72 dpi**. Here's how:

First: You resize your image so that the longest edge **of the Artwork** is 1920 pixels, at 72 dpi

Second: Unless your artwork is already square, you now change the shorter edge **of the Canvas** to 1920 pixels, resulting in a file that is the correct 1920 x 1920 pixel dimensions. The additional canvas background color should be set to black. The work should look like this:



Remember: If your image is vertical you must have black vertical bands on the left and right. If your image is horizontal you must have black horizontal bands on the top and bottom. If it's square, no bands.

The SoCal Artists Submittal Specification for the **Small Wonders** exhibition adds:
Upload files at: www.socalartists.org per instructions on the website.