

## SENIOR ARTFEST 2011

June 6 – June 24

### ENTRY GUIDELINES

**Eligibility:** This annual exhibit showcases the work of older artists and craftspeople at various stages of artistic development in a wide range of media. Entrants in SENIOR ARTFEST are 50 years or older. The exhibit is open to both members of Primeplus/Norfolk Senior Center and non-members. Items should be created after turning 50, and **should not have been previously displayed in ArtFest exhibits. Members can enter 4 items, Non-Members can enter 3 items with an option to add a 4th item for an extra \$5.00 handling fee.** Become a SC members for a \$5.00 discount.

**Categories:** SENIOR ARTFEST encompasses the full range of the visual arts; entries are welcome in the following categories: \*Ceramics, Pottery, \*Drawing, \*Jewelry, \*Miscellaneous, \*Mixed Media, \*Painting (Acrylic & Oil) \*Watercolor, \*Photography, \*Sculpture, \*Textiles, and \*Woodworking. Diversity of technique and subject matter are encouraged.

**Entry Fee:** The entry fee for SENIOR ARTFEST 2011 is **\$25.00 for Members** and **\$35.00 for Non-Members**. Please make checks payable to "Primeplus".

**Entry Deadline:** Please submit your entry form and fee in person or by mail to: Primeplus, 7300 Newport Ave. #100 Norfolk, VA 23505. The deadline for Non-Members is **Monday, May 16, by 4:00 p.m.** The deadline for Members is **Wednesday, May 18, by 4:00 p.m.**

**Preparing Entries for Exhibit:** Prior to intake, each piece must be fully prepared for exhibit, either framed or wired for hanging, or if 3-dimensional, prepared for table exhibit. **Each piece must be clearly and permanently identified** on the back with the **Title or Description, Artist's Name, and Phone Number**. In addition, the front must be labeled with **Title or Description, Category and Professional or Amateur**. None of these items may have been entered in a prior SENIOR ARTFEST. *Please do not tape labels on the frame. Tape on the back of the canvas or place in frame corners to prevent damage to frames.*

**Sales & Orders:** On the Entry Form list the **item for sale** and specify your **selling price**, (which is labeled "Artist's Price" on the Entry Form). A **30% handling** fee, which includes Virginia state sales tax, will be added to your selling price and retained by us. Our accountant will submit the sales tax to the state, and you will receive a check in the amount of the artist's price approximately two weeks after the exhibit ends. If you would like us to take orders for additional pieces, please indicate on the entry form and provide information that will assist us on the reverse of the form.

**The Exhibit:** We strive to create an exhibit that is aesthetically pleasing and at the same time presents each entrant's work to its best advantage. We would like to include an artist's statement in the show for each item to help personalize it for the viewer. Please include a brief description of the piece's inspiration, or a particular technique used in creating the artwork. If you have questions about this request, please contact the Senior Center Director.

**Intake:** Intake for SENIOR ARTFEST will be **Wednesday, May 25 1:00 p.m. to 4:00 p.m. & Thursday, May 26, 9:00 a.m. to 3:00 p.m.** Please advise the person doing intake if your piece requires special handling of any kind. (Note: Because of limited storage space, we are unable to store packing materials.)

**Judging:** Judging will take place prior to the exhibit opening. Please indicate on the entry form if you do not wish your work to be judged. The rating of "Amateur" or "Professional" should appropriately reflect your prior experience with exhibits and sales. Single entries in a category will not be eligible for 1<sup>st</sup>, 2<sup>nd</sup>, or 3<sup>rd</sup> place; but they may be awarded "Special Mention," at the judges' discretion.

**Bio & Statement:** Please include a brief artist's biography (50 words or less) with your entry form to display at this event and include a digital headshot to attach with biography (optional). (If you have provided one previously, you may update it, replace it, or request that we use the same information.)

**Reception:** SENIOR ARTFEST will open with a **reception on June 9** at 4:00 p.m. All entrants are encouraged to attend the reception and to bring family and friends. There is no charge for the reception, but please pre-register yourself and all guests.

**People's Choice Awards:** Viewers vote for their favorite entry in each category throughout the exhibit. The People's Choice Awards will be determined on **Friday, June 24**. The People's Choice exhibit will continue through **Friday, July 22**.

**Pick-Up:** All SENIOR ARTFEST entries will remain exhibited through Friday, June 24, including those that have been sold. Items will be available for pick-up **Monday, June 27, 10:00 a.m. - 4:00 p.m.** except for winners of People's Choice Awards, People's Choice Award winners may pick up their items **Friday, July 22, 3:00 p.m. - 4:00 p.m. or Monday, July 25, 10:00 a.m. - 4:00 p.m.** **Any artwork not picked up within one week of dates listed will be considered a donation unless special arrangements are made.**