



SDAI • MUSEUM OF THE LIVING ARTIST
Southern California Regional Juried Award Exhibition
March 31 - May 13, 2012

Prospectus

website: www.sandiego-art.org

SDAI • MUSEUM OF THE LIVING ARTIST
Exhibition Requirements

To be juried and shown, your work must conform to the following professional standards.
 Work which fails to comply will be disqualified on discovery.

- I. ART IS LEFT AT YOUR OWN RISK:** SDAI does not carry insurance to cover your work and accepts no liability in case of damage. Insurance is the artist's responsibility. Volunteers and staff try to be careful, but accidents can happen. Work left longer than 60 days will be disposed of at SDAI's discretion.
- II. ALL TWO-AND THREE-DIMENSIONAL ARTWORK:**
 - 1. Weight may not exceed 40 lbs. per unit.
 - 2. Size overall must not exceed 8 ft. in any dimension including spacing.
 - 3. Multiple piece works must include a simple diagram firmly attached to each unit showing installation positions and spacing recommended (actual installation is at the discretion of the Art Director).
 - 4. Special installations require prior approval of the Art Director and will be done by the artist at the staff's convenience. No work may be entered which requires electricity. All sculptural work will be shown on a 4 ft. sq. (or smaller) platform or pedestal. Each unit must not exceed 40 lbs.
 - 5. Work must be physically stable for the security and safety of the staff, the public and the piece itself.
 - 6. All areas of the work must be completely dry. Work which is uncured, wet, or where the medium can be rubbed off will be disqualified. Fragile work and works on paper must be provided with Plexiglas/acrylic cover or casing.
 - 7. All work must be permanently and indelibly labeled on back or bottom with artist's I.D. and artwork title.
- III. ALL WALL-HUNG WORK:**
 - 1. Unframed work must have clean, finished, wrapped edges with no staples or fasteners showing. (Taped edges are unacceptable.)
 - 2. Plexiglas or acrylic (instead of glass) required on framed work exceeding 24" in any direction and in any metal, rimless or clip frames. (Not works on canvas, etc.)
 - 3. Wiring Instructions: Proper gauge picture-wire is required (monofilament or other substitutions are unacceptable). Works will not be hung on edges of frames, stretcher bars, or rings, holes and/or tabs. (In the Gallery all 2D work is suspended across two nails.) Screw eyes or hangers (not sawtooth) must be placed on each inner vertical side, firmly anchored at 1/5th the total length from top (i.e., on 30" length - 6" from top) and wire must suspend to within 1" to 2" of stretcher or frame; double-loop wire ends through each screw eye and leave most of center clear of excess wire; bind wire ends with tape.
- IV. SALE/VALUE OF ARTWORK/ETC. (Commissions: SDAI: 40%, Artist: 60%):**
 - 1. Price or "NFS" (not for sale) value must be stated on entry form. Artwork valued over \$2,000 must be self-insured or notarized release of liability provided. Neither prices nor titles may be changed after registration. All work must have a title or a number for ID.
 - 2. Social Security Number required for sale of artwork. Payments will be processed by 10th of following month.
 - 3. No artwork may be claimed from show by either artist or purchaser until after close of exhibition.



The San Diego Art Institute, in its on-going commitment to regional visual arts and artists, proudly presents the Museum of the Living Artist. Housed in SDAI's 10,000 square foot gallery in Balboa Park, the Museum of the Living Artist is a showcase for newly-created art by regional artists.

A new exhibit opens every six to eight weeks, ensuring a wide variety of styles and media, offering a comprehensive perspective on the current art being created in our region.

A visit to the Museum of the Living Artist at SDAI is your opportunity to see local artwork and support regional artists and the art community. Come be a part of what's happening in regional art today.

Our Belief:

The creative process is essential for a healthy quality of life.

Our Vision:

To see the visual arts elevate San Diego to a world-class, creative, and vibrant community.

Our Mission:

- To develop artists and supporters of the visual arts through exhibition, education, and outreach with innovative programs, first-class facilities, and select partnerships that reach out to schools, business, government, and our global community.
- 1. Foster the regional growth of visual artists.
 - 2. Sustain the love of the visual arts in the community.
 - 3. Develop community involvement, awareness, and advocacy.
 - 4. Provide a premier exhibition space for the living artist.
 - 5. Recognize cultural competence and inclusiveness.
 - 6. Provide world-class community outreach programs.
 - 7. Achieve best-in-class art exhibitions.
 - 8. Expand regional recognition.
 - 9. Be recognized as a visual arts leader in San Diego.
 - 10. Become a primary resource for children's art appreciation.

Funded in part by :
 The City of San Diego



Commission for Arts and Culture,
 SDAI Board of Governors and Friends of SDAI,
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 Robert "Beto" Ambler Fund

SOUTHERN CALIFORNIA REGIONAL JURIED AWARD EXHIBITION

Run of Show: March 31 to May 13, 2012

Jury Date: Saturday, March 24, 2012

Juror: Deborah Klochko

Cash and/or Merchandise Awards

- One \$1,000 Juror's Choice Award
- Two \$500 Honorable Mention Awards
 - Two \$250 Merit Awards
- One \$250 Media Services Award

Entry fees: \$15 Members \$30 Non-members ONE ENTRY PER PERSON

All media original art accepted (no crafts, installations or functional art)
(SDAI Artist Members Only - accrue 2 pts. acceptance and 1 pt. if Juror's Choice)
All entries must conform to SDAI exhibition requirements - enclosed.

Artwork must be hand-delivered

(slides or shipping not accepted)

between March 1st and March 23rd, 2012.

For entry forms visit our website at www.sandiego-art.org or
when dropping off your artwork at SDAI

Accepted artists will be notified by phone or mail no later than Wednesday, March 28.

DO NOT CALL SDAI.

DATES OF PICKUP: Non-selected work must be picked up after April 3rd during regular business hours. Tuesday thru Saturday 10am to 4pm & Sunday noon to 4pm. Selected work may not be removed from the gallery prior to the close of show: 4pm, Sun., May 13th. Closed Mondays - NO pickups on Mondays. (Non-selected work becomes subject to storage fees as of July 1st, 2012. Exhibited work left at SDAI after July 30 is also subject to storage fees. Work left longer than 60 days becomes the property of SDAI.)

AWARDS PRESENTATION & GRAND OPENING RECEPTION

Reception: Saturday, March 31, 2012 from 6 to 8pm

- *Southern California Opening Reception*
- *Presentation of the 6th Annual Palette Award*

Limited reception tickets available at the door 3/31/2012

\$20 non-members, \$10 SDAI members (2 free tickets to each accepted artist)

Call 619-236-0011 to reserve/prepay Reception Tickets

Juror: Deborah Klochko

Director of the Museum of Photographic Arts in San Diego, California, Deborah Klochko has over twenty-five years experience in photography museums as an educator, director, and curator. Ms. Klochko has curated over thirty exhibitions; was executive editor of *see*, an award-winning journal of visual culture; and is the founder of *Speaking of Light: Oral Histories of American Photographers*. She is the co-author of *Moment of Seeing: Minor White* at the California School of Fine Arts, and *Create and Be Recognized: Photography on the Edge*. She is the author and curator of *Picturing Eden*, *Nancy Newhall: A Literacy of Images* and *Streetwise: Masters of 60s Photography*. Her most recent curatorial effort is *Face to Face: Works from the Bank of America Collection*.

Formerly the director of The Friends of Photography, located at the Ansel Adams Center, she has also worked at the California Museum of Photography; the International Museum of Photography and Film at the George Eastman House in Rochester, New York; and the Prints and Photographs Division of the Library of Congress in Washington, D.C.

Ms. Klochko received her Master of Arts in Teaching, Museum Education at George Washington University in Washington, DC and a Master of Fine Arts in Photography from the Visual Studies Workshop (SUNY) in Rochester, New York.

