

VALLEY Arts ALLIANCE

SAN FERNANDO VALLEY ARTS & CULTURAL CENTER
18312 Oxnard Street, Tarzana, CA 91356
818/697-5525 www.sfvartsalliance.org



“ALL MY BEST” EXHIBIT DATES

March 31 through April 11, 2015

Entries accepted March 6 - March 20, 2015

JUROR & SELECTOR OF AWARDS

Richard Bruland

Richard Bruland was born in Lima, Peru, raised in Geneva, Switzerland and now lives in Los Angeles, California. He attended the School of the Art Institute of Chicago and graduated from California Institute of the Arts in Valencia.

A lifelong interest in music led to Bruland opening Bebop Records and Fine Art in Reseda, California in 1982. Bebop was a record store/art gallery/ performance place that became one of the best known small venues in Los Angeles during the 1980's. Performers such as Los Lobos, Lucinda Williams, Janes Addiction, and Beck graced its stage, while the gallery hosted early shows by artists such as Raymond Pettibon and Cameron Jamie. In 1990, Bruland closed Bebop to concentrate on his painting and spend more time with his young children. In 2007 California State University, Northridge (CSUN) established an archive on Bebop. It includes the 1000+ handmade posters Bruland made for the store, as well as many documents and photos relating to the store's history.

Bruland is a painter represented in the Los Angeles Area by Lora Schlesinger Gallery at Bergamot Station in Santa Monica. He is represented by B. Deemer Gallery in Louisville, Kentucky, Michele Mariaud Gallery in New York and at Lanning Gallery in Sedona, Arizona.

CALL FOR ENTRIES

Artwork will be juried using digital images (jpgs) through Online Juried Shows: www.onlinejuriedshows.com. Artists are asked to choose what they feel is their best art or favorite art. Perhaps it is a piece that has been recognized as an award winner or art that you feel best represents your most recent work (within the past 3 years). Art should not have been previously exhibited at the Center.

ELIGIBILITY

This exhibit is open to all artists who are able to hand deliver their artwork (or have it hand delivered) at take-in, and pick it up at the end of the exhibit.

IMPORTANT DATES

Exhibit entry starts: **Friday, March 6, 2015**

Deadline for Entries: **Friday, March 20, 2015**

Judging begins: **Monday, March 23, 2015**

Judging ends: **Tuesday, March 24, 2015**

Notification of accepted works: No later than **Wednesday, March 25, 2015** via e-mail

Take-in: **Sunday, March 29, 2015** 12:00 - 2:00 pm

Exhibit opens **Tuesday, March 31, 2015** - 11:00 am - 5:00 pm

Reception: **Saturday, April 4, 2015** 5:00 - 7:00 pm

Exhibit closes: **Saturday, April 11, 2015**

Take-down & Pick-Up: **Sunday, April 12, 2015** 10:00 - 12:00 pm

NOTE: Local artists whose work has been juried into the exhibit should hand deliver accepted artwork with entry form attached, to the San Fernando Valley Arts & Cultural Center, 18312 Oxnard Street, Tarzana, CA 91356.

RECEPTION & AWARD PRESENTATION

Saturday, April 4, 2015

5:00 – 7:00 pm

LOCATION

The gallery at the 4,600 sq ft San Fernando Valley Arts & Cultural Center, 18312 Oxnard Street, Tarzana, CA 91356. Three minutes from the 101 Freeway - Reseda Blvd. exit. Parking in the rear lot beyond the alley.

REGULAR GALLERY HOURS

Tuesday – Saturday

11:00 am – 5:00 pm

SITTING THE CENTER

All exhibiting artists are expected to sit the Center from **March 31 - April 11, 2015** for at least one, 3 hour shift (11:00 am - 2:00 pm or 2:00 - 5:00 pm Tuesday through Saturday). Please sign up during the take-in.

AWARDS

Awards and prize will be presented at the Reception:

- Best in Show \$300
- First Honorable Mention
- Second Honorable Mention

ARTWORK SUBMISSION CRITERIA AND CONTENT

Artwork entries must be original and of the artist's own execution. DO NOT SUBMIT student work, workshop work, paint-along work, copycat work or works which violate copyright laws. All submitted artwork must have been completed within the last 3 years and not already shown at the Center. Once artwork is submitted it may not be withdrawn by the artist. Accepted artwork must remain hanging until the end of the exhibit.

ARTWORK FORMAT, PRESENTATION & SIZE REQUIREMENTS

Artwork submissions are limited to three (3) original artworks per artist in the following media: drawing, mixed media, collage, photography, painting and sculpture. Maximum width of any painting must not exceed 90" including the frame. Art must fit through a 6'6" high x 6' wide door. All works on paper must be matted, framed and covered with glass or Plexiglas. Frames must be in good condition. Entries must be dry, properly prepared for exhibition and properly equipped with wire for hanging. The wire and eye screws must not show when the artwork is hung. Gallery wrapped canvas does not require framing unless the edges are unfinished. Maximum weight for any artwork is 44 lbs per piece. Damaged artwork, mats, frames, glass and Plexiglas, and frames which have brackets will not be accepted. Sculptures are limited to a 6' x 6' footprint. Artists must supply their own pedestals or bases. Minimal assistance available.

ENTRY FORM AND FEES

Entries will be made online to Online Juried Shows: www.onlinejuriedshows.com. One or two entries: \$35.00 . If you wish to enter three entries, the fee is \$40.00. Payment is made through Online Juried Shows via credit card or Pay Pal. Fees are non-refundable. There is no guarantee of acceptance into the exhibit.

FORMAT FOR DIGITAL IMAGES (JPGS) AND HOW TO SEND THEM

All entries must be submitted in a digital JPEG or JPG format, either cropped to remove background or on a black background without a mat. Pictures should not be taken through glass or plexiglas. Image quality is critical: Poor photography and presentation may affect acceptance by the juror. The digital image must represent the painting.

Directions for submitting work to Online Juried Shows is clearly described on the website in several topics listed on the sidebar of the main page: www.onlinejuriedshows.com/HowToEnter.aspx

If all else fails, email or call Ken Ronney at ken@sfvartsalliance.org - (818) 996-1630 with questions.

CONTACT FOR ONLINE JURIED SHOWS

If you need help entering our exhibit online or anything about your entries, email help@onlinejuriedshows.com or call 949-287-8645 and ask for Katrina.

NOTIFICATION

All members submitting art will be notified of acceptance by E-Mail by **Wednesday, March 25, 2015**. All notifications will be made by E-Mail or phone call only.

RELEASE OF LIABILITY

By completing the Entry Form, the artist acknowledges that all reasonable care will be taken to safeguard the artwork and the premises and said person accepts that SFVAA and its agents, associates, directors, officers and volunteers will not be responsible for any damage, injury, liability loss or theft should any occur. Insurance for artworks entered in this show is each individual artist's responsibility.

REPRODUCTION OF ARTWORK IMAGES

Any artwork entered in this exhibit may be reproduced for advertising, marketing, and promotional purposes for this exhibit or future exhibits without consent of or notification to the artist or the artist's agent.

SALES

All sales are final. SFVAA will receive a 30% commission on any and all sales from the exhibit or as a result of the exhibit. The artist will receive 70%. All works will remain in the exhibit until the exhibit ends. Any artwork without a sale price on the entry form will be considered "Not for Sale" (NFS). Prices cannot be changed from those stated at submission. Artists should expect payment within 3 weeks after the close of the exhibition.

TAKE-DOWN AND PICK-UP

All artwork must be picked up on
Sunday, April 12, 2015
10:00 am - 12:00 pm

NO SECURE STORAGE IS AVAILABLE. IF YOU CANNOT PICK UP YOUR ARTWORK, PLEASE MAKE ARRANGEMENTS FOR SOMEONE TO PICK IT UP FOR YOU. CHARGE IS \$5 A DAY IF ART IS LEFT AT THE CENTER.

EXHIBIT CONTACT: Ken Ronney
Email: ken@sfvartsalliance.org
Phone: (818) 996-1630