



SAN FERNANDO VALLEY
ARTS & CULTURAL CENTER



CALL OF THE WILD

May 1 – 26, 2018

Artists' Reception – Saturday, May 5, 2018 5:00 – 7:00 pm

Entries accepted February 9 – April 5, 2018

Best of Show \$300 – 1st Place \$200 – 2nd Place \$100 – Four Honorable Mentions

JUROR – Susan Gottlieb

Susan Gottlieb is a passionate environmentalist and co-founder of The G2 Gallery along with her husband, Dan. Originally from Quebec, Canada, Susan relocated from her family's remote log cabin to the urban sprawl of Los Angeles to work in the medical field. Susan retired after nearly 25 years as a registered nurse, shifting her focus to philanthropy and becoming an accomplished skier and a dazzling belly dancer. She is on the President's Council for National Wildlife Federation, and on the Board of Directors for Audubon California and Friends of Ballona Wetlands. She and Dan also support many other environmental organizations.

Susan has been photographing nature and wildlife for almost four decades, both on trips abroad and in her own backyard. In the mid 80s, Susan began the process of creating what is now an award-winning native garden. Her backyard has been profiled in The New York Times and is a regular stop on garden tours. Certified by the National Wildlife Federation as a Wildlife Habitat and by the Xerces Society as a Pollinator habitat, Susan's yard is a home to hummingbirds, butterflies, lizards and many other creatures, and she uses it as a platform to educate others about the importance of native plants.

CALL FOR ENTRIES

The San Fernando Valley Arts & Cultural Center invites artists and photographers to explore their artistic relationship with flora and fauna in nature. Think of natural elements and anything from insects to birds to majestic animals. Show your appreciation of wildlife near and far. Landscapes, native plants, trees and water in nature will make good subject matter. Get in touch with your outdoor adventurer or environmentalist. Artwork will be juried using digital images (jpgs) through Online Juried Shows: www.onlinejuriedshows.com.

ELIGIBILITY & SHIPPING OF ART

"Call of the Wild" is open to all artists and photographers nationwide. The art must not have been exhibited at the SFVACC in the past 3 years. Non-local artists whose work is accepted may ship their artwork to Kenneth Ronney for this exhibit. Schedule shipping to arrive on or before **Friday, April 27, 2018**.

On all shipments, include Ken's phone, 818-996-1630 and e-mail, kronney@aol.com. You **MUST** include a prepaid return shipping label or check made out to CAL for return postage.

If using US Postal service: Ship to Kenneth Ronney, 7357 Hesperia Ave, Reseda, CA 91335.

For Fed Ex: Ship to K. Ronney, C/O Fed Ex Office Print & Ship Center, 9000 Tampa Ave, Northridge, CA 91324.

If Using UPS: Ship to K. Ronney, C/O the UPS Store, 17216 Saticoy St, Van Nuys, CA 91406.

Do not ship directly to San Fernando Valley Arts & Cultural Center.

Contact Ken with shipping information, tracking number.

Do not under any circumstances use loose Styrofoam “peanuts” to pack artwork. Work packed this way will be immediately rejected when the box is opened.

IMPORTANT DATES

Exhibit entry starts: Friday, February 9, 2018

Deadline for entries: Thursday, April 5, 2018

Notice of acceptance: Thursday, April 12, 2018

Take-in: Monday, April 30, 2018 12:45 - 2:00 pm. Do not arrive any earlier than 12:45. Hanging directly after take-in.

Exhibit opens: Tuesday, May 1, 2018 11:00 am

Artists' Reception: Saturday, May 5, 2018 5:00 - 7:00 pm

Exhibit closes: Saturday, May 26, 2018 5:00 pm

Take-down & Pick-Up: Saturday, May 26, 2018 5:00 - 7:00 pm

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

SUBMISSION CRITERIA AND CONTENT

Entries must be original and of the artist's or photographer's own execution. DO NOT SUBMIT student work, workshop work, copycat work or works which violate copyright laws. Once artwork is submitted, it may not be withdrawn by the artist. All artwork must remain hanging until the end of the exhibit. Bin art is acceptable.

LOCATION

The gallery is 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 is in the rear lot beyond the alley. www.sfvacc.org

REGULAR GALLERY HOURS & SITTING THE CENTER DURING THE EXHIBIT

Tuesday – Saturday from 11:00 am – 5:00 pm

All local participants must host one 3-hour shift (or however many it takes to fill up the 30 shifts) at the Center. Each of the open days has 2 shifts each (11:00 am - 2:00 pm and 2:00 - 5:00 pm). Signups for hosting will take place at take-in. Bring your calendar to verify dates you will be available.

PERSONAL APPEARANCES

All exhibiting artists may visit the Center to promote their art. Interaction with visitors to the Center is encouraged. Participants may mail or bring in printed collateral for promotion purposes.

ARTWORK FORMAT, PRESENTATION & SIZE REQUIREMENTS

Artwork submissions are limited to six (6) original artworks per artist in the following media: drawing, mixed media, collage, photography, painting, digital art and sculpture. Maximum width of any painting must not exceed 90" including the frame. Art must fit through a 6'6" high x 36" wide door. There is a premium wall which is 17' long for large size works. 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 per hanging piece up to 36" wide is 30 lbs. For wider pieces, not over 10 pounds per foot of width. 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 moving large or heavy pieces.

ENTRIES & FEES

Entries will be made online to Online Juried Shows: www.onlinejuriedshows.com. Up to 3 entries: \$45.00 with 3 additional entries at \$5 each. Payment is made through Online Juried Shows via credit card or Pay Pal. Fees are non-refundable. As this is a juried exhibit, there is no guarantee of acceptance into the exhibit.

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

Entry form must be filled out in its entirety. List sizes up to the nearest inch. Submitted images must not include matting or frame. Crop the photos to include only the artwork. Be sure your images are right-side-up.

Before uploading your images, make sure they are smaller than 4MB, but at least 1920 pixels on the longest side at 72 dpi. Images should be in JPEG format, RGB color space. Help in photographing your work and properly sizing your images can be found at: www.OnlineJuriedShows.com/help.aspx. If you need help entering your images or are unable to, please write to us here: <https://onlinejuriedshows.com/Contact.aspx>

Please add Services@OnlineJuriedShows.com and Manager@OnlineJuriedShows.com to your safe senders list to ensure notifications are received. If all else fails, email or call Ken Ronney at kronney@aol.com - (818) 996-1630 with questions.

RELEASE OF LIABILITY

By entering "Call of the Wild", the artist acknowledges that all reasonable care will be taken to safeguard the artwork(s) and the premises and said person accepts that SFVACC 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 artwork entered in this exhibit is each individual artist's responsibility.

REPRODUCTION OF ARTWORK

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

SALES

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. SFVACC 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%. Artists should expect payment within 3 weeks after the close of the exhibit. All sales are final. All artwork must remain in the exhibit until the exhibit ends.

AWARDS

A \$300 award will be presented at the reception for the Best of Show artwork. 1st Place (\$200) and 2nd Place (\$100) will be awarded as well as 4 Honorable Mention awards.

PROMOTION OF THE EXHIBIT

Promotion will be handled by the SFVACC, but we welcome artists promoting the exhibit as well. An outdoor advertising banner will be created to hang on our railing outside the front of the Center.

RECEPTION

We kindly ask that local participating artists help at the reception. There will be a sign-up sheet at the take-in. Please contribute finger foods, wine, water, soda, iced tea, iced coffee & lemonade. Thank you.

TAKE-DOWN AND PICK-UP

All artwork must be picked up on Saturday, April 26, 2018, 5:00 – 7:00 pm

EXHIBIT CONTACT

Ken Ronney - kronney@aol.com Phone: (818) 996-1630

ARTISTS: NO SECURE STORAGE IS AVAILABLE. IF YOU CAN'T PICK UP YOUR ARTWORK, PLEASE MAKE ARRANGEMENTS FOR SOMEONE TO PICK THEM UP FOR YOU. CHARGE IS \$5 A DAY PER ARTWORK. IF LEFT AT THE CENTER. MAKE SURE THAT INSTRUCTIONS ARE AVAILABLE FOR MAILING BACK YOUR ARTWORK.



ART ID ENTRY FORM / TAKE-IN FORM AND ELIGIBILITY

“Call of the Wild” See Prospectus for complete details.

- Copy and attach the completed form to the back upper right corner of accepted work before shipping or take-in.
- Work must be your own original artwork within the last 3 years, not done under an instructor’s supervision.
- Hanging art work not to measure more than 90” in width not counting the frame and must not exceed 44 lbs.
- Work must be wired and ready to hang. Wire must be wrapped with tape at end. No saw tooth hangers.
- Works on paper must be framed and under Plexiglas or glass (Plexiglas is recommended).
- Frames and wiring must be professional quality and in good condition.

PLEASE PRINT CLEARLY (Reproduce as needed)

SAN FERNANDO VALLEY ARTS & CULTURAL CENTER’S “Call of the Wild” Exhibit
San Fernando Valley Arts & Cultural Center, 18312 Oxnard Street, Tarzana, CA 91356.

ARTIST _____

ADDRESS _____ ZIP _____

EMAIL _____ TEL _____

TITLE _____

MEDIUM _____ SIZE (H+W) _____

INSURANCE VALUE _____ SALE PRICE _____

ARTIST _____

ADDRESS _____ ZIP _____

EMAIL _____ TEL _____

TITLE _____

MEDIUM _____ SIZE (H+W) _____

INSURANCE VALUE _____ SALE PRICE _____