

Prospectus

**2011 Monson Arts Council
Spring Art Exhibition & Sale
InSight
Saturdays & Sundays • March 12 - 27, 2011**

**Sponsored by Monson Savings Bank
Valley Advocate/Preview Magazine
Massachusetts Cultural Council**

How to Enter

- Submit an application form & non-refundable entry fee of \$25 for submission of two works of art. A third work of art may be entered for an additional \$15. Application is below.
- There are two ways to enter. You may enter your work electronically or deliver it in person.

Important Dates are as follows:

Saturday, February 5, 2011 -	Deadline for Digital Application & Entry
February 12, 2011 -	Saturday, Deadline for Mailed Application
Saturday, February 19, 2011 -	Delivery Day for Art that has not been submitted Digitally 9am - 11am (Snowdate Feb. 20)
Saturday, February 26, 2011 -	Pickup of Delivered Art that has been Declined 9am - 11am (Snowdate Feb. 27)
Saturday February 26, 2011 -	Delivery of Art submitted Digitally & Accepted 11am - Noon (Snowdate Feb. 27)
Saturday, March 12, 2011 -	Opening Reception - 1pm – 4pm
Saturday, March 19, 2011 -	Wine Tasting – 2pm – 4pm
Sunday, March 27, 2011 -	Last Day of Show
Saturday, April 2, 2011 -	Art Pickup – 9am – 11am,
Saturday, April 2, 2011 -	Pickup Print Shop – 9am – 11am

Entry Requirements

- We welcome work in every medium. Please see prize listings below.
- Our theme is a broad one, designed simply to help you select your work for submission.
- All entries must be
 - originated by the artist

- completed within the past 3 years
 - not previously exhibited in a Monson Arts Council show
 - for sale
 - Giclée prints of your art are acceptable and will be juried as prints.
- Work must be framed and wired for hanging (no plastic frames w/o wire attached). Sculpture or mixed media must also be ready to hang or to exhibit safely. Work improperly framed or wired will be declined.
- Work may not exceed 48" high x 72" wide.
- Non-refundable entry fee ~ \$25 for two works. One additional entry ~ \$15.
- The Monson Arts Council commission on sales is 20%.
- No art may be removed from the show before April 2, 2011. You may send a representative to pick up or deliver artwork. Receipt will be required for pick-up. We cannot ship artwork, it must be picked up in person.
- Artists are responsible for prompt pickup of work not accepted following jurying, and for work in exhibit

Digital Submissions

We welcome digital submissions. You can apply digitally and bring your art to the delivery day at the House of Art, 200 Main Street, Monson. OR you can apply digitally and submit your work on CD or DVD. As follows:

- Fill out a digital application, pay with PayPal online or mail check to address below.
- Mail a CD or DVD by Feb. 5, 2011 of your work (Digital Guidelines below) to:
MAC Art Show
P.O. Box 306
Monson, MA 01057-0306

or

- Bring work to House of Art, 200 Main Street, Monson on Delivery Date, Feb. 19, 2011 between 9am & 11am (Snowdate: 2-20-11.) Absolutely no work will be accepted after noon on that day. Your best decision is to arrive between 9am & 11am.

Digital Art Guidelines

You may send your digital submissions on a DVD or CD. Your cooperation with the following guidelines will be beneficial to us in viewing your work and showing it to the jurors.

- Save Digital images as jpeg files, image quality 10 or higher
- RGB color
- No less than 800 x 600 pixels, no greater than 1024 x 768 pixels

- Submit in proper viewing orientation. 3-dimensional work may be represented by up to 3 images per piece.
- Name Format for each jpeg should read: your last name. image #.jpg (for example: jones.image1.jpg) If more than jpg per image identify by 1-a, 1-b, 1-c: last name.image1-a.jpg
- Label CD or DVD with full name, mail with protective cover. CDs & DVDs will not be returned.

Guideline for Mailed Applications

- Print application below and mail with check by Feb. 12, 2011 to
MAC Art Show
P.O. Box 306
Monson, MA 01057-0306
- Mail your CD or DVD of work with printed application (deadline Feb. 5, 2011) or
- Deliver work to House of Art, 200 Main Street, Monson on Feb. 19, 2011 between 9am & 11am. (Snow Date Feb. 20, 2011.)

Jurying will begin at Noon on Saturday, Feb. 19, 2011. (Snow Date Feb. 20,2011). All art MUST be delivered by noon at the absolute latest on this date and artist must not be present at any time during the jurying. Work delivered after this time will be regretfully declined.

Our Jurors are: • Mary Frey, Photographer
• Bill Myers, Chief Preparator, Smith College Museum
• Susan Tilton Pecora, Watercolorist, Teacher

For more information about our jurors please go to [LINK TO JURORS](#)

Acceptance Notification

- Notification of Acceptance will be posted on our web site - www.monsonartscouncil.com by Feb. 23, 2011.

Pick Up Dates

If your name does not appear on the acceptance list, and you have delivered work to the House of Art, please pick up declined work on Saturday, Feb. 26, 2011 between 9am and 11am. (Snowdate: Feb. 27, 2011).

If just one of your pieces (identified by # only - Mary Smith, #1) is listed, pick up remaining pieces on Feb. 26 or on snowdate, Feb. 27.

If you entered your work via CD or DVD, and your name appears on the list, your accepted work must be DELIVERED on Saturday, Feb. 26 from 11am - Noon. (Snow Date, Feb. 27.)

If your name is not on the list your work has not been accepted.

• Pickup Dates*:

• For work declined: Saturday, Feb. 26, 2011, 9 - 11 a.m. (Snowdate Feb. 27, 2011)

• For work in show: Saturday, April 2: 9am - 11am or Sat., April 6: 9 - 10 a.m. Please note this is a change in policy. No work may be picked up on the closing date of the show.

• For work in Print & Gift Shop not sold - Saturday, April 2: 9am - 11am

*There is a \$10/week charge for all art not picked up on schedule. You may send a representative with your receipt to pick up your work.

After 60 days, art becomes the property of the Monson Arts Council.

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last name.image1-a.jpg
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CDs & DVDs will not be returned.

Prizes

From all work exhibited:

Best of Show - Selected by Jurors \$ 1000

President's Choice

- Selected by Roland Desrocher, President, Monson Savings Bank \$ 300

Committee Choice

 - Selected by Committee Ballot*

Please note, this is the only prize available to Committee members who enter, however, all other entrants are also eligible for this prize. \$ 200

Emerging artist - Prize for artists who has never exhibited in juried show ~ \$50 gift Certificate from Jerry's Artarama

People's Choice - Selected by Visitors at Artists' Reception Bottle of Wine

In the following categories, awards selected by the jurors will include a First Prize of \$200, a 2nd Prize of \$50, and Honorable Mentions, a \$25 prize.

- Photography • Video • Digital Images • Multi Media •
- Painting ~ Oil • Watercolor • Acrylic • Tempera • Collage
- Drawing ~ Pen & Ink • Pencil • Pastel • Silver Point
- Three Dimensional Work ~ Sculpture • Ceramics • Textile Arts • Installation
- Prints ~ Woodcut, Intaglio, Etching, Giclee • Monoprints

Note: Multimedia work will be assigned a category upon delivery of work, based on discussion with artists. If your work is being delivered as digital images, please specify the category you prefer.

Jurors: Please include with a separate link.

Jurors, Monson Arts Council 2011 Spring Art Exhibition & Sale.

Mary Frey, Photographer

Mary Frey received her MFA from Yale University in 1979 and is currently a professor of photography at the Hartford Art School.

Frey has attained numerous awards for her work, most notably a Guggenheim Fellowship in 1984 and two photography fellowships from the National Endowment for the Arts in 1980 and 1992. She was the recipient of a Foundation Fellowship in 2004. During the 1994-95 academic year Mary Frey was the Harnish Visiting Artist at Smith College, Northampton, MA and in the spring of 2001 she completed an artist's residency at the Burren College of Art, County Clare, Ireland.

Her work has been exhibited extensively and is part of many public and private collections, including the Museum of Modern Art, NY, the Museum of Fine Arts, Houston, the Chicago Art Institute and the International Polaroid Collection

Bill Myers, Chief Preparator, Smith College Museum

Bill Myers exhibited his installation, *Accident*, in Memorial Hall at our First Annual Spring Art Exhibition. He is a noted artist and sculptor, in addition to his current position as Chief Preparator at Smith College Art Museum, where his work is currently being showcased in an exhibit entitled *Framework VI: Restoring the Boundaries* (May 14 – November 28, 2010). He was featured in a major article in *Art New England* recently.

Susan Tilton Pecora

Susan Tilton Pecora taught painting at Bay Path College ten years and currently teaches painting at the Museum of Fine Arts in Springfield, MA, as well as in her studio/gallery at the Thorndike Mill Art Center.

She has exhibited and won awards from a variety of national organizations including: the American Artists' Professional League, NYC, NY; Knickerbocker Artists, NY; New England Watercolor Society North American Open Exhibit; The Copley Society Invitational; The Rocky Mountain National Watercolor Exhibit, Colorado; Realism in Art National Exhibition, Parkersburg Art Center, West Virginia and the Hudson Valley Art Association National Juried Exhibit, Hastings on Hudson, NY.

Susan's paintings are included in the permanent collections of Western New England College, The United States Post Office, Baystate Medical Center, Northeast Utilities, Northwestern Mutual Life Insurance Co., Massachusetts Mutual Life Insurance Co. among others.

Susan's painting show "Reflections Through Watercolor" has been broadcast on WGBY, the PBS Broadcasting affiliate for Western New England for the past five years.

Monson Arts Council Print/Gift Shop Guidelines -

This will be presented under a separate LINK.

Artist exhibitors may sell work in our Print & Gift Shop, open during the three weekends of our exhibit.

- Items should be delivered on Saturday, Feb. 26 between 9am & 11am
- All items must be wrapped and/or matted for presentation
- A list of items must include your name, item name, number of each item, size, description, & price. Please do not come without this list!
- Prices must be whole numbers (\$10 rather than \$9.95 for example)
- Each artist may submit the following:
 1. Small items such as note cards or postcards 10 each, 10 sets
 2. Med items such as prints up to 11x17 5 each or 5 sets
 3. Large items (matted unframed prints over 11x17) 5 each
 4. Small 3-dimensional items 5 each
- No framed work.
- Original work on cards is accepted, larger original work is not.

The pick-up dates for unsold merchandise is April 2, 9-11am If you cannot be at the House of Art at these times, then you should have a representative pick up your items for you.

If your merchandise sells out during the three weeks of the art show, you may refill your stock up to the allowed amounts. You must add these items onto your sales sheet with the aid of an arts council volunteer. Both of you must sign for the new merchandise.

Items that do not adhere to these guidelines will not be accepted for sale in the Print Shop.

Thank you!

Further Information:

Email: macartshow@earthlink.net

Telephone: 413-267-3042

Thank you to our Sponsors:

Monson Savings Bank

Valley Advocate/Preview Magazine

Massachusetts Cultural Council

Jerry's Artarama

