



PICTURE THIS!

EXHIBITION PROSPECTUS

ABOUT THE EXHIBIT

This exhibition has been organized to draw attention to the rapidly evolving world of photography. The exhibit will explore and contrast contemporary photographic processes, including traditional, digital and alternative methods, while also revealing the technical aspects leading to the creation of the work through written text. Unlike most Francis Hardy Gallery exhibitions, in which a wide variety of media is displayed, this exhibit will concentrate exclusively on works with photographic origins. Picture This! will be on display at the Francis Hardy Gallery from Sept. 3 – Oct. 11, 2011 with an opening reception and awards ceremony the evening of Friday, Sept. 2.

ELIGIBILITY

The exhibit is open to all professional and amateur photographers ages 18 and older. All styles of photography where traditional and digital processes were integral to the creation will be accepted (shot with film, shot digitally, unaltered shots, alternative process, mixed media, digital manipulations, or elements of one or more processes) so long as the image is photographically created. Photographs must be originals executed and altered by the photographer only. Artwork must be completed within the last two years. Art that has previously been exhibited at the Francis Hardy Gallery is not eligible.

ENTRY FEES

A non-refundable entry fee of \$25.00 entitles the artist to submit a maximum of three (3) works. For artists holding an active Hardy membership at the *Artistic* level, the non-refundable entry fee is \$10.00. New members are welcome to join by adding dues to the entry fee; a one-year *Artistic* membership is \$50. Checks can be made payable to the Hardy Gallery.

IMPORTANT DATES

RECEIVING DATES	Sunday, August 28, 3 – 5PM Monday, August 29, 9AM – 5PM
ENTRIES JURIED	Tuesday, August 30
PICKUP OF NON-SELECTED WORK	Saturday, September 3, 11AM – 4PM
OPENING RECEPTION	Friday, September 2, 5:30 – 7PM
EXHIBIT CLOSES	Tuesday, October 11 at 5PM
ARTWORK PICKUP	Wednesday, October 12, 11AM – 6PM

SUBMISSION GUIDELINES

- Artists may submit a maximum of three (3) entries.
- Entry(ies) must be hand delivered to and picked up from the Hardy Gallery at the dates and times specified in this prospectus. No shipped entries will be accepted.
- Artwork must be ready for installation. All artwork must be properly framed and wired for hanging. Single nail clips, sawtooth hanging devices and clip frames will not be accepted. Craftsmanship and presentation of artwork will be criteria for acceptance into the exhibit. The Hardy Gallery reserves the right to reject work that does not meet professional standards.
- All work must be clearly and securely labeled by the artist using the identification labels included in this prospectus.
- A typed artist biography (no longer than one page in length) is required at the time of entry. This information is made available for gallery patrons and is referenced when a patron expresses interest in purchasing work.
- A typed artist and process statement (no longer than one page in length) is required at the time of entry. Please see below for guidelines.

ARTIST & PROCESS STATEMENTS

Picture This! will educate visitors about contemporary photography, therefore a concise artist and process statement specific to the submitted work(s) must be included at the time of submission. This statement should explain the visual message in the piece(s), and, in a separate section or paragraph, give detailed information regarding the methods, media, processes and equipment used to create the work. This information is required; submissions not accompanied with these statements will not be accepted. If you are submitting multiple pieces, please be sure your statement is relevant to all pieces, or that each piece has its own statement.

AWARDS

The jury panel will select one "Juror's Award for Artistic Excellence" (\$150 cash prize) and two "Awards of Merit" (\$50 cash prize each). In addition, the jury panel will select one "Honorable Mention." The award presentation will be made at the opening reception on Friday, September 2 at 6:00 pm. Please do not call; winners will be contacted directly.

SALES

Artwork may or may not be listed for sale with the expectation that if any work is sold a donation of 35% of the proceeds will be gifted to the Hardy Gallery. We ask that this be reflected in the sales price. If a work is listed not for sale (NFS) a value must be declared and noted on the insurance form filled out at the time of entry. Any work sold may not be removed, exchanged or replaced at any time throughout the duration of the exhibition. All arrangements with buyer for shipping of work will be the sole responsibility of the artist upon the close of the exhibit.

INSURANCE & LIABILITY

Hardy Gallery staff and volunteers will take every precaution in handling artwork, which will be insured while at the Hardy. Artwork will be housed at the Hardy Gallery and will be insured at the value stated by the artist while in the Hardy's possession. The Hardy Gallery assumes no responsibility before or after the specified drop-off/pick-up dates and times as outlined in this prospectus. Submitting an entry to this exhibition constitutes an understanding and acceptance of the conditions set forth in this prospectus and shall also include permission to photograph work and/or use images for publicity and educational purposes.

RETURN OF WORK

Artists will receive a phone call ONLY if work is selected for the exhibit. Work not selected for the exhibit must be picked up on Saturday, September 3, between the hours of 11AM – 4PM. Accepted work must remain at the gallery for the duration of the exhibit. Exhibited work must be picked up Wednesday, October 12 from 11 am – 6 pm. Any work left at the Francis Hardy Gallery past these dates will not be insured.

1.	<p>EXHIBITION IDENTIFICATION LABEL Please cut out and affix to the back of each submission.</p> <p>THE HARDY GALLERY Picture This! Photography Exhibition September 3 - October 11, 2011</p> <p>Name _____</p> <p>Address _____</p> <p>City _____ State _____ Zip _____</p> <p>Phone _____ E-mail _____</p> <p>Title _____ Dimensions _____</p> <p>Media _____ Insured Value \$ _____ Sales Price \$ _____</p> <p>Liability: Submission of this entry constitutes agreement of the artist to all the terms and conditions stated in the prospectus.</p> <p>Signature _____ Date _____</p>
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