



Call for Entries
Consumption
Deadline: April 13, 2010



Theme: Consumption is a complex word. While it can signify the influence of advertising and marketing on our pervasive consumer culture, the word also speaks to profound human instincts. To be consumed by something—be it illness, emotions, or beliefs—is to oftentimes confront one's realities. What, why, when, and how we consume determines the ramifications of the choices we make. Additionally, consumption can simply suggest a transformation. The Center is looking for images that visually depict Consumption and what it means to you.

Juror: Brian Paul Clamp is Director of ClampArt, a contemporary art gallery in Chelsea in New York City, established in 2000. Brian has nearly two decades of experience in the field. He holds a Masters of Art in Critical Studies in Modern Art from Columbia University, and is the author of thirty publications on American Art to date.

Exhibition and Awards: With selection for this exhibition, artists and their work will be seen by an international audience of collectors, curators, art consultants and others who appreciate the fine art of photography.

- liveBooks Website Award: Valued at \$399 each, two artists will receive a 1 year subscription for a website from www.livebooks.com
- Juror's Selection Award: \$300 and a Blurb book award from www.Blurb.com
- Director's Selection Award: \$200 and a Blurb book award from www.Blurb.com
- Honorable Mention Award: \$100
- All exhibitors are included in the Center's online gallery

Eligibility: The exhibition is open to photographers world wide, both amateur and professional. The Center for Fine Art Photography invites photographers working in all mediums, styles and schools of thought to participate in its exhibitions. Experimental and mixed techniques are welcome.

Important Dates:

- Entries due: April 13, 2010
- Notice of acceptance: April 23, 2010
- Exhibition dates: July 2 – July 24, 2010
- Artists' and Public Reception: July 2, 2010

Entry Fee:

- The entry fee for non-members is \$35 USD for the first three images.
- The entry fee for members of The Center for Fine Art Photography is \$20.00 USD for 3 images.
- Additional images may be submitted for \$10 each. There is no limit to the number of images that may be submitted. Applicants signing up for membership at the time they submit their work for jurying may become a member and meet the entry fee for a total of \$77.00 USD.

Note: images *accepted* by The Center for Fine Art Photography for exhibition in the previous 12 months are NOT eligible. Images previously submitted but not accepted for exhibition may be resubmitted as often as you wish.

Preparing Images to Upload Online: Entries are submitted via the Center's on-line system. Visit www.c4fap.org and log in to, *Account Login*, on the homepage to begin the process. Payments are made online by credit card.

Please follow these requirements when preparing your images for submission:

- Resolution 72 ppi and 1280 pixels on the longest side
- Flattened JPG files
- 8 bit files
- Images must be in RGB or Grayscale
- Use JPG compression quality 8 or medium
- When uploading, the image **title** can not be greater than 40 characters long
- Image **file names** must be no more than 25 characters long and can not include #,\$,&, or other similar characters

Acceptance Notification: Everyone who submits will receive an email notification of which images were accepted. Accepted images will be posted on the Center's website along with instructions for the gallery presentation.

Exhibit Prints: All accepted images submitted for exhibition must be printed and framed or mounted professionally. The Center recognizes that some work is non traditional and incorporates the framing as an integral part of the presentation. To encourage participation by photographers from around the world, the Center offers optional economical printing and framing services. Additional details will be provided upon request.

Use Rights: By submission for jurying, artists whose submissions are chosen for the exhibition grant The Center for Fine Art Photography the right to use their images for the purpose of marketing the exhibition, marketing the Center's programs and subsequent display on the Center's website of past exhibitions. Artists grant the use of their image(s) as stated without further contact or compensation from the Center. Artist's recognition is provided with any use.

**Any questions call 970-224-1010 or email exhibitions@c4fap.org
*Please retain for your information until after announcement of the jury selection.***