



Exhibitor Instructions for *All Things Horses* September 5 – September 27, 2008

Congratulations on being selected to exhibit in The Center for Fine Art Photography's **All Things Horses** exhibition. We look forward to seeing your work in the gallery. In order to provide as many exhibition opportunities as possible during the year, the Center has a very short period between exhibitions. Your cooperation in adhering to delivery and due dates is greatly appreciated.

Important Dates

_____ July 28, 2008	Exhibitor Information Form, Artists' Statement and High Resolution Image due (<i>preferred by email</i>)
_____ August 1	Prints to be framed by the Center must be received
_____ Between Aug 18 – Aug 29	Framed prints received at the Center for Fine Art Photography (400 N. College Avenue, Fort Collins CO, 80524)
_____ Due by August 29	Framed, hand-delivered artwork to be received at the Center
_____ September 5	Exhibition opens
_____ September 5	Artists' and Public Reception (during the Fort Collins Gallery Walk) 6-9pm
_____ September 27	Exhibition closes
_____ By October 3	Artwork not sold or donated to the Center's collection will be shipped or may be picked up at the Center <i>* If not picked up or arrangements have not been made by this date – your work will be considered donated</i>

Quality of Art Work

The Center reserves the right to disqualify work that does not meet its framing requirements: if the printed image quality is obviously poor, if the image has been noticeably altered from that submitted for jurying, if the matt color is anything other than bright white, unless prior approval received, or if the framing is poor quality.

Artist's Responsibility

- Complete and return Exhibitor's Information Form and Framing Order Form if framing required.
- Cost of return shipping from the Center – All artists are responsible for a \$20 packaging/handling fee. Not applicable to pickups, donations and sold images.
- Indicate that you have read and agree to the shipping terms and conditions (initial on Exhibitor's Information Form)
- Cost of framing when sent to the Center for framing
- It is the artist's responsibility to contact the Center regarding return of a custom shipping container if the art work is sold.
- The Center requests that you email a high resolution image of your print to exhibitions@c4fap.org (300 ppi, approx 4X6 inches jpg, flattened, compression 12) for possible use in press releases and posters marketing the exhibition. Please make the image file name, your last name. Example: (lastname.jpg). **This is due by July 28, 2008.**

Exhibitor's Information Form

Please email or mail the Exhibitor's Information Form and the Artist's Statement by the due date. If you do not get a confirmation within two days, your emailed paperwork was not received. Please contact the Center.

Framing and Shipping Options

The Center provides four options for delivering your photography to the Center for exhibition:

1. Send your **unframed** print directly to the Center for framing by the due date. If you want the Center to frame your work, please complete the Framing Order Form and Shipping Instructions. *See full instructions on next page.*
2. Send your **framed** image to the Center between August 18 – August 29.
The Center for Fine Art Photography
All Things Horses
400 North College Avenue
Fort Collins, CO 80524
3. Hand-deliver your **framed** work to the Center no later than August 29. The Center is open Tuesday through Saturday from 10am to 5pm except during holidays. Please email or call ahead to make sure someone is here to take your image. To minimize damage while stored at the Center prior to and following the exhibition, it is suggested that you wrap your framed work and include cardboard protective corners.
4. You may send your digital file to Fine Print for printing. Fine Print is a printer that offers 30 years of experience working with professional photographers all over the world. Please contact the Center for more information.

Shipping Terms and Conditions

The Center will ship returning works at the end of the show if not picked up, sold or donated. The Center will ship with UPS. Pre paid shipping labels will be accepted from all other shipping companies. **Note: Please do not send any shipping labels, checks or paperwork in with your framed image.** It is the artist's responsibility to research the shipping terms and conditions of UPS at www.ups.com or any other shipping company that they prefer to utilize.

Insurance

Please insure your work appropriately for shipping. This information is *critical* should a claim take place.

Framing

The Center strives for uniform framing as the image is the artist's work, not the framing. Uniform framing is less distracting to visitors compared to an exhibition with multiple colored mats and framing styles.

At the same time, the Center recognizes that *some* work (avant garde, mixed media and experimental work, for example) incorporates the "framing" as an integral part of the presentation. *If this applies to your work, please discuss it with the Center prior to shipping.* Also, if your **framed** image is **smaller than the minimum 16 inches on the shortest side, please check with the Center for approval before shipping.**

Except as otherwise approved, the Center **requires** that **all** work adhere to the following:

- Framed image should be a minimum of 16 inches on the shortest side of the frame.
- A **simple black** wood or metal frame, with a minimum of a ½" width (front surface). If the Center frames your print, the frame will be black wood. (No flimsy metal or plastic frames allowed) Frames that are not professional in appearance are subject to reframing at artist's expense.
- **Maximum frame width may not exceed 40 inches / 76 cm. without consulting with the Center.**
- **A minimum 2" or 3" border BRIGHT WHITE, CRESCENT #1607** single, double or triple mat. (no off-white or cream).
- Images can be floated on top of a mat.
- The frame can be with glass, without glass or with an exhibition quality Plexiglas material.
- All work must arrive ready to hang. **No sawtooth hangers, clips, or exposed glass edges.** Frames without hanging wire are not acceptable.

Safe Packing of Images

Framed Images: Send your framed artwork in a heavy-duty cardboard, wooden or metal container with *at least 3 inches* of packing on *each side* of the frame. (Use only standard shipping materials, NO STYROFOAM PEANUTS – they settle during shipping, eliminating protection to part of your print). Wooden crates or double-wall corrugated shipping boxes are recommended. Art placed in a box which is then placed in a larger box with three inches of space for packing materials is highly recommended. If you choose the box-within-a-box method for packing, tightly packed

styrofoam between the boxes is acceptable. Otherwise large size bubble wrap around the print provides good protection. *After packing, shake your box. Your framed image should not shift within the box.*

Ship to: **The Center for Fine Art Photography**
400 North College Avenue
Fort Collins, CO 80524

Artwork Identification:

When shipping your artwork to the Center, framed or unframed, please make sure to put your name, the title of the image and All Things Horses on the outside of the box. If you have your work shipped by someone other than yourself, please tell them of this requirement.

Example: Artist: Jane Smith
Work: 1. Seascape
Exhibition: All Things Horses

Unframed Images:

When sending images to the Center for framing, it is suggested that your work be placed in a heavy-weight flat cardboard box (with protection on both sides to keep from bending) or a double-walled tube (minimum of 4" diameter and 1/8" thick to prevent creasing) with a protective sheet over the image.

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 use.

Sale of artwork:

The Center encourages sales during the exhibition and retains a 40% commission on all work sold.

Thank you for helping to make this a very successful exhibition

Template for Artist's Statement:

Title of Work

Artist Name

Contact information: one or two lines

Body of Artist's Statement

Suggestions for Creating an Artists' Statement

The goal is to describe your work quickly, succinctly, and clearly.

- Set the tone to view your art work and make the viewer want to explore more
- Make a point, be specific to your exhibited work
- Include the title of your images
- Keep sentences short, keep it simple
- Use active sentence form
- Engage the senses; what do you want your audience to experience?

Guidelines:

- Please use 1 inch margins on top and sides. ½ inch margin on bottom.
- Your statement should be approximately 150- 250 words or less – not more than one page, double spaced, and 11 – 12 point type size.
- Avoid making a “list” of what you like
- Use natural language, write as you would talk
- Make it easy to read

Ideas for content:

- Your approach to working
- Describe your technique
- Your philosophy as it is expressed in your art
- Meaning of your work
- Symbols, metaphors, analogies
- Themes and underlying issues
- Life experiences, influences on your work