

The 20th Annual

CELEBRATE AGRICULTURE with the arts



A JURIED ART EXHIBITION & COMPETITION for CALIFORNIA ARTISTS & PHOTOGRAPHERS

presented by MADERA COUNTY ARTS COUNCIL

& supported by the AGRICULTURAL INDUSTRY of CENTRAL CALIFORNIA

EXHIBIT DATES: OCTOBER 2, 2013 - NOVEMBER 19, 2013

LOCATION: Circle Gallery, Madera, California

2013 PROSPECTUS

Call for Art!

MISSION STATEMENT

"The primary function of the *Celebrate Agriculture with the Arts Competition and Exhibition* is to promote a broader interest in and understanding of agriculture as an industry while showcasing and promoting professional artists in a unique format of exemplary quality."

ELIGIBILITY

Open to all artists eighteen years or older who reside in the STATE OF CALIFORNIA.

HISTORY

Celebrate Agriculture with the Arts Exhibition and Competition was originally funded by a 1994 California Arts Council grant. That first year Madera County Arts Council participated in a statewide *California Countryside Festival* with agriculturally themed art by professional artists of the San Joaquin Valley. The program was a resounding success.

In 1995 Madera County Arts Council established the agriculturally themed art competition and exhibit as an annual event and by 1997 all California artists were invited to participate. Juried work has included all paint media, fiber arts and sculpture.

2011 saw the addition of the category *Pomegranate Festival* in recognition of *Madera, the Heart of Pomegranate Country™ Celebration and Festival*.

In 2012 a new addition to the competition, entitled *Celebrate Agriculture...The Human Factor*, the first to include photography, and limited solely to photography, was added.

2013

The 2013 show will be a mixed media exhibit. Artists working in paint, drawing, sculpture, fiber arts, and photography are eligible to submit entries in every category.

CATEGORIES:

1. DAIRY, LIVESTOCK & POULTRY
2. FARM MACHINERY & STRUCTURES
3. FRUITS & NUTS
4. IRRIGATION, ROW & FIELD CROPS
5. VEGETABLES & VINES
6. POMEGRANATE FESTIVAL
7. CELEBRATE AGRICULTURE...THE HUMAN FACTOR
(Celebrating the human role in agriculture)

Art media including PAINT, DRAWING, SCULPTURE, FIBER ART & PHOTOGRAPHY may be submitted in any and all categories.

CALENDAR

MAY 4	CALL for ENTRIES officially opened
AUG. 12	ENTRY DEADLINE
AUG. 21-23	ACCEPTANCE NOTIFICATION
SEPT. 17-20	DELIVERY of accepted work to Circle Gallery, Madera 10:00 a.m. to 5:00 p.m.
SEPT. 26 - OCT. 1	JUDGING
OCT. 2	RECEPTION and AWARDS
NOV. 15	EXHIBIT CLOSES
NOV. 19-20	PICK UP of all entries 9:00 a.m. to 5:00 p.m.

AWARDS

- Over 80 WORKS will be accepted for the gallery exhibit
- BEST OF SHOW AWARD
- FIRST and SECOND AWARDS in EACH CATEGORY
- SPECIAL RECOGNITION AWARDS

Award monies totaling over \$5000 each year are generously supported by the Agricultural Industry of California and patrons of the Arts.

Madera County Arts Council & Circle Gallery

1653 N. Schnoor, Ste. 113 • Madera, CA 93637 • 559-661-7005 • www.maderaarts.org

2013 Online Exhibit Entry: <https://client.smarterentry.com/madera>

SUBMISSION GUIDELINES

MEDIA

Art media including **PAINT, DRAWING, SCULPTURE, FIBER ART** and **PHOTOGRAPHY** may be submitted in any and all categories.

RULES OF ENTRY

Entries must have been completed in the last two years, cannot be a copy, classroom work, or have been shown in this exhibit previously.

Regarding Photographic entries, **NO** composite images or manipulation of **content** of image will be allowed. Both black and white and color images will be accepted.

Artwork must be submitted dry, framed, securely wired and ready to hang. Acrylic rather than glass is preferred for framing. Wire ends must be taped; no sawtooth hangers or quick frames; and no screw eyes accepted.

Keep framing simple. Please, no heavy Baroque frames.

Hanging wire should crest 2 inches from top of frame.

All entries limited to 25 pounds and no larger than 4' H or 4' W.

Three dimensional pieces (including securely attached bases) must be at least EIGHT INCHES in any direction for security reasons.

No accepted entry can be removed before the end of the show.

Work must be available for sale. There will be a 30% commission on all sales.

ENTRY FEE

\$30.00 for the first work entered; \$10.00 for each additional work entered.

Example: 1 work = \$30; 2 works = \$40, 3 works = \$50

JUDGING

Following MCAC tradition, the jurying process and final judging will be conducted by California judges chosen specifically for the *Celebrate Agriculture with the Arts Competition and Exhibit*.

Entrants will be notified of acceptance August 21 - August 23. Final exhibit details will be communicated at that time.

A brief artist bio, an MCAC Release of Liability Form and final digital image file will be requested at that time - to be used for cataloging, sales promotions, and advertising opportunities.

2013 Online Exhibit Entry: <https://client.smarterentry.com/madera>

In 2012 MCAC organized online entry and submission of artwork for the jurying process through Smarter Entry, a web-based competition management system. There are no additional fees for using this service.

- In your web browser enter the link: <https://client.smarterentry.com/madera>
- Under **FIRST TIME USER** click "Start Here" to create your own personal artist account. *(Even though you may have entered using Smarter Entry in 2012 you will need to set up a new artist profile. The Smarter Entry system recently completed this upgrade. The new version is more accommodating to both the artist and MCAC, but does require reentering your information.)*
- Record and save your login and password information for future use.
- Pay your MCAC ENTRY FEE (noted above) for the images you plan to upload with a SECURE credit card transaction. You may pay the fee and return later to upload the images. Your information is saved under your account.
- Follow the directions to upload your images and the identifying information.
- Purchase and upload additional submissions any time before the entry deadline of Aug. 20 using the artist profile you have just created.

You can also access the entry site through to MCAC's website: www.maderaarts.org

Click on the *Celebrate Agriculture With The Arts* tab, click on the downloadable Prospectus file, find the entry link within the text, click to access the entry site.

TO PREPARE IMAGES FOR ONLINE ENTRY PLEASE USE THE FOLLOWING CRITERIA:

- File size no larger than 2MB
- 72 dpi resolution
- Sized to 1,280 pixels on the longest side, the other size width or height proportional
- JPG format only
- JPG compression quality, medium (7)
- Make sure that your file name (not the artwork title) does not include special characters: " ; : { \ / or any of the characters found above the numbers except the underscore and dash.

ADDITIONAL INFORMATION OR QUESTIONS

For questions regarding any of the information included here, please contact the Exhibit Committee by email at: MCACelAg2013@gmail.com or phone the **Madera County Arts Council office** at **559-661-7005 (T-F, 10 AM - 4 PM)**