

Presenting the 21st Annual

# CELEBRATE AGRICULTURE

with the arts



**A JURIED ART COMPETITION  
& EXHIBITION  
for CALIFORNIA ARTISTS**  
*To Celebrate Agriculture through Art*



**Including: Paint & Drawing Media, Sculpture, Fiber Arts & Photography**

Presented by **MADERA COUNTY ARTS COUNCIL**

Supported by the **AGRICULTURAL INDUSTRY of CALIFORNIA** and **PATRONS of the ARTS**

**EXHIBITION DATES: OCTOBER 1, 2014 - NOVEMBER 15, 2014**

**LOCATION: Circle Gallery, Madera, California**

## 2014 PROSPECTUS

### 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*.

The 2012 competition, the first to include photography, added another new category, *Celebrate Agriculture...The Human Factor*.

**2014** - The 2014 show will be a mixed media exhibition showcasing all art media including paints, drawings, sculpture, fiber arts and photography. All media will be judged together in each 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. **CELEBRATING AGRICULTURE...THE HUMAN FACTOR**  
*(Celebrating the human role in agriculture)*

Art media including **PAINTS, DRAWING, SCULPTURE, FIBER ARTS & PHOTOGRAPHY** may be entered in any and all categories. All media will be judged together in each category.

*Call-for-Art!*

### CALENDAR

APRIL 1	CALL for ENTRIES officially opens
AUG. 15	ENTRY DEADLINE
AUG. 20-23	ACCEPTANCE NOTIFICATION
SEPT. 10-12, 16-17	DELIVERY of accepted work to Circle Gallery, Madera 10:00 a.m. to 4:00 p.m.
SEPT. 24 - SEPT. 26	JUDGING
OCT. 1	RECEPTION and AWARDS
NOV. 15	EXHIBITION CLOSES
NOV. 21-24	PICK UP of all artwork 10:00 a.m. to 4:00 p.m.

### AWARDS

- A maximum of 100 WORKS will be accepted for exhibition
- **BEST OF SHOW AWARD, FIRST and SECOND OVERALL SHOW AWARDS**
- **FIRST and SECOND AWARDS in EACH CATEGORY**
- **Special Recognition Awards**

Award monies up to \$5000 per 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](http://www.maderaarts.org)

**2014 Online Entry: <https://client.smarterentry.com/madera>**

# SUBMISSION GUIDELINES

## MEDIA

Art media including **PAINTS, DRAWING, SCULPTURE, FIBER ARTS** and **PHOTOGRAPHY** will be considered for each category.

## RULES OF ENTRY

Entries must be original artwork, recent, cannot be a copy, classroom work, nor have been shown in this exhibit previously.

NO composite images or manipulation of content of image will be allowed in the photographic images submitted. 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 required 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 the top of the frame.

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

The committee reserves the right to reject any work that has been accepted which, upon delivery, does not meet the above guidelines.

## ENTRY FEE

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

Example: 1 work = \$30.00; 2 works = \$40.00, 3 works = \$50.00

## JUDGING

Jurying of entries will be conducted by a team of professional artists as well as a representative from the MCAC organizing committee.

Final judging for the 2014 *Celebrate Agriculture with the Arts Competition and Exhibition* will be conducted by the team of Jon Bock and Charlotte Hoffman.

## NOTICE OF ACCEPTANCE

Entrants will be notified of acceptance August 20-23 by the committee through regular mail, email or phone.

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

## 2014 Online Entry: <https://client.smarterentry.com/madera>

In 2012 MCAC organized online entry and submission of artwork for the jurying process by partnering with 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.
- Record and save your login and password information for future use.
- **RETURNING USERS** log in using the original email and password you set when you last used Smarter Entry. If you have forgotten your password you will see a prompt button on the login page to retrieve it.
- Pay your **MCAC ENTRY FEE** (noted above) for the images you plan to upload. You may pay the fee and return later to upload the images. Your information is saved under your account.
- Smarter Entry provides a secure credit card transmission. For the Smarter Entry policy click on the "**CREDIT CARD POLICY**" when registering.
- Follow the directions to upload your images and the identifying information.
- Purchase and upload additional submissions any time before the entry deadline of Aug. 15 using the artist profile you have just created.

To access the Entry Site, enter the link noted above in the title of this section or go to MCAC's website: [www.maderaarts.org](http://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 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: [MCACCelAg2014@gmail.com](mailto:MCACCelAg2014@gmail.com) or phone the Madera County Arts Council office at **559-661-7005 (T-F, 10 AM - 4 PM)**