

“Transference of Light”

A National Photography Exhibit

Juror: Brian Taylor
Professor of Art & Design
Photography
San Jose State University

Scope

Creative work by artists who use the camera as a tool for visual self-expression. We will be accepting images in any format (film, digital, alternative processes, color, and black & white).

Eligibility

Open to artists whose basic tool is the camera. Original work that is enhanced or digitally rendered is acceptable, but collages or combinations of photographers other than the applicant will not be accepted. The Santa Cruz Art League reserves the right to decline or remove any work that does not conform to the agreement.

Rules of Entry

1. All work must be original and executed by the exhibiting artist **within the last three years.**
2. Jurying will be by digital images with a maximum of 3 entries per artist.
3. Work is to be installation-ready with necessary framing and mountings. No unprotected glass edges.
4. Work requiring special handling is to be installed and removed by the artist.
5. The specific work accepted for entry is to be available for the exhibit. No work may be substituted or exchanged for any reason.
6. Entry size - no wider than 48”

Digital Entries

1. An entry is one individual art work. Each artist may submit up to 3 digital/jpeg entries. Up to 3 jpegs per CD. CD must be labeled with artist name. CDs will not be returned.
2. Each image/jpeg must have title, image number (1-3) as it corresponds to the entry form along with first initial & last name.
3. Each entry/jpeg must be 300 DPI, JPEG, 6 inches wide or tall minimum.
4. Artist to provide self addressed stamped business size envelope for notification of acceptance letter.

Payment

1. Entry fee for non SCAL members is \$40 for up to 3 entries/jpegs. SCAL members \$30 for up to 3 entries/jpegs. (Maximum 3 entries/jpegs per artist).
2. Entry fees are non-refundable.
3. New members are welcome to join by adding dues to entry fee check. Dues are as follows:

Regular -\$75 Senior*/Student** -\$50 Family*** -\$125

*Seniors - 62 or older. **Full or part-time students with valid ID.

***Family member must be at same address.

4. Payment by check to be made payable to “SCAL”. Cash payments in person only; Visa or MasterCard acceptable with complete account number, expiration date and signature.
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Sales / Insurance / Shipping

1. Artist agrees to donate 45% of any sale of work to SCAL or 30% of sale if SCAL member.
2. Artist is to be paid three weeks from end of show.
3. SCAL insures work only after installation. Maximum insured value \$1000 regardless of price.
4. Shipped entries must have return shipping prepaid and prearranged. Questions? www.fedex.com or www.ups.com.
5. \$20 handling fee per piece for **shipped work.**

Awards & Publicity

1. The Juror will grant \$1,000 in awards
2. Artist bio and/or brief information on artwork with photo is encouraged for Gallery Bio Book.

Thank you for submitting an entry to the **Transference of Light** Exhibit. Please keep a copy for your records & feel free to call with any questions during our normal business hours.

Lecture

Brian Taylor: “The Art of Getting Lost”. Lecture will be presented on **Friday, July 9th, 2010, 7:00pm**, at the Santa Cruz Art League. Brian is known for his innovative explorations of alternative photographic processes including historic 19th Century printing techniques, mixed media and hand made books. He will show slides and discuss his work.

He has been a recipient of grants from the National Endowment for the Arts and the Polaroid Corporation. His work has been exhibited nationally and abroad including the permanent collections of the Bibliotheque Nationale, Paris; the Los Angeles County Museum of Art; and the International Museum of Photography in Rochester, NY.

Brian has taught photography workshops at institutions including the Friends of Photography, the University of California at Santa Cruz and Berkeley, Stanford University, Photo Alliance and the Oklahoma Arts Institute.



Santa Cruz Art League
526 Broadway, Santa Cruz, CA 95060
Phone: (831) 426-5787 Fax: (831) 426-5789
www.scal.org / E-mail: cindy@scal.org
Wed.- Sat., 12AM - 5PM,
Sun. Noon-4PM

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Print or Type:

Entry Form

Name _____
Address _____
City _____ State _____ Zip _____
Tel. Day _____ Tel. Eve _____
E-mail: _____

YOUR ENTRY CONFIRMS ACCEPTANCE OF ALL
TERM OF THIS AGREEMENT

Signature _____

VISA or Mastercard# _____ ExpirationDate: _____

Make check payable to: SCAL

Entry 1
Title: _____
Medium _____
Dimensions _____ Price _____
Insured Value (Max. \$1,000) _____

Entry 2
Title: _____
Medium _____
Dimensions _____ Price _____
Insured Value (Max. \$1,000) _____

Entry 3
Title: _____
Medium _____
Dimensions _____ Price _____
Insured Value (Max. \$1,000) _____



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CALENDAR

Exhibition:

Saturday, July 2 to Sunday, August 1

Deadline:

(jpegs received - not postmarked):
by Friday May 7, by 5PM

Letters of Acceptance:

mailed May 21

Delivery of Work:

Sunday, June 27: 12-6PM

Monday, June 28: 2-4PM

Lecture:

Brian Taylor: The Art of Getting Lost.

Friday, July 9th, 2010, 7:00pm

\$5.00

Artist's Reception and Awards Ceremony:

Saturday, July 10, 3-5PM

Pick-up of Work:

Sunday: August 1, 4-6PM

Monday, August 2: 2-4PM

Late Fees: \$5/day for missed pick-up

CHECK OFF LIST

Again, **DEADLINE** is
May 7, 2010

SCAL to receive following items:

- ___ completed, signed entry form
- ___ labeled jpegs on labeled CD
- ___ S.A.S.E
- ___ entry fee check
- ___ handling fee for shipped items
- ___ optional membership dues

Please mail to:

Santa Cruz Art League
526 Broadway, Santa Cruz, CA 95060