

Gallery North

A Pacific Northwest Tradition Since 1961

401 Main Street, Edmonds, WA 98020

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www.gallerynorthedmonds.com

2017 Beauty of the Northwest Show Prospectus

Lauriel Sandstrom, Chairman

Jackie Gilbert, Assistant Chair

Gallery North invites artists to participate in our eighth annual Beauty of the Northwest Show. Paintings and drawings submitted must depict scenes or subjects representing the Pacific Northwest. All entries will be juried for acceptance.

IMPORTANT DATES:

Online Entry	June 15 through August 10
Poster Image Submission Deadline	July 9 (midnight, PDT)
Deadline for Entry	Aug 10 (5:00 pm Pacific Daylight Time)
Notification of Show Acceptance	August 17
Artwork Delivery	August 31 11 am - 3pm
Exhibition	September 1 - 30
Artists' Reception and Awards	September 9, 1-4pm, Awards at 2pm
Art Walk Edmonds	September 21, 5-8pm
Artwork Pick Up	September 30, 12 noon – 4pm

AWARDS:

First Place \$300

Second Place \$200

Third Place \$100

Honorable Mentions (2): \$50 each

Winning Poster Image: \$100

Awards Juror: Charlene Collins Freeman

Entry Fees:

\$35 for up to two pieces. Entry fees are nonrefundable.

Rules of Entry:

1. All registration for this show is done online. After reviewing the prospectus thoroughly, artists should submit entries to the 2017 Beauty of the Northwest Show at: <http://www.gallerynorthedmonds.com>. No mail-in registration is available. You may make your payment online, as part of the registration process. Alternatively, you may mail a check to, or visit the gallery in person to pay entry fees (see gallery address above). All entry fees must be received by the gallery no later than August 10, 5:00 pm (PDT). Registrations received without payment will not be considered for this show.

2. Gallery North juries all entries into the show based on the image submitted with online registration. Artists should ensure that images of artwork are of good quality and are representative of the original. Tip: When photographing your own work: avoid background clutter; framing on the artwork: glare, or reflections on glass; or skewing the proportions of the painting or artwork. Also be sure that your piece is in focus and properly lit. Artists' images submitted may be used to promote the show to the public via publications (print and online), social media, and on postcards, and posters.

The artists retain rights to their work and the gallery will only use the images for promotional purposes. Images submitted must have a minimum 1000 pixels on the shortest side.

3. Artwork submissions must be no longer than 24 inches in either dimension measured from the outside edge of the frame. Measurements must include the frame. Any framed work measuring longer than 24 inches in either dimension will not be accepted. Please double-check your measurements.

4. Accepted media include painting, drawing, printmaking, and collage (with painting dominant). No photography, computer generated work or 3-dimensional work please.

5. Only original works will be accepted. Entries must not be copies, derivatives or based on the copyrighted work of another artist. Entries should not have been previously shown at Gallery North and should have been created in the last five years

6. All works must be for sale. The suggested minimum price for artwork is \$100.

7. All artwork must be properly finished.

a. All artwork must be properly wired for hanging. Saw tooth hangers, brackets, or exposed glass edges will not be accepted. The viewing surfaces and frame, must be clean and non-marred.

b. All artwork must have a label attached to the back of the artwork with the artist's name, title of the artwork, and price.

c. Unframed gallery-wrapped canvas must have the sides finished.

d. No wet artworks will be accepted.

e. Gallery North reserves the right to refuse any entry that does not meet the above specifications or that may be offensive to patrons of the venue.

8. Gallery North will retain a 40% commission from all works sold. Artists should price their work accordingly. For work sold during the show, the Gallery North will pay a 60% commission to the artist no later than the 20th of the month following the sale of the artwork. Note: Artwork may be sold on a layaway basis. The artist agrees that the artist's commission will be disbursed after the artwork has been paid for in full. Gallery North layaway terms generally require that the layaway be completed in 4 months, but we reserve the right to reasonably extend the time of the layaway as it deems appropriate. Artists will be notified of any layaway arrangements that affect them.

9. Artists are encouraged to register at least one of their pieces by July 9 to be considered for selection as the 2017 Beauty of the Northwest poster image. The poster winner must be able to submit a high-resolution digital image of their artwork upon request (approx. 3000 x 4000 pixels). The artist whose work is selected for this year's show poster will receive a prize of \$100.

Delivery and Pick-Up:

1. The gallery will notify artists by August 17th whether their work was accepted into the show.

2. Accepted work should be delivered to the gallery on Sunday, August 31st, between 11 and 3 pm. Please do not hand-deliver artworks to the gallery before August 31st. All artwork must remain in the gallery for the duration of the show unless it is sold by Gallery North.

3. If the artist chooses to mail their artwork, it must be accompanied by return postage plus insurance and must reach the gallery no later than August 31st, 3:00 pm PDT. Artists must pick up, or arrange for pick up, any artworks received without proper return postage.

4. With proper receipt, the artist or artist's representative may pick up their unsold artworks on Saturday, September 30th, from 12 noon to 4pm

5. If the artwork is not picked up by September 30, 2017, and the gallery is not contacted and other arrangements agreed upon, the artwork is considered abandoned and will become the property of the gallery.

Liability:

The gallery suggests that artists carry their own insurance on their artwork. While the gallery members take every precaution to avoid loss or damage, all artists who enter this show agree to hold Gallery North and its members harmless for any loss or damage incurred.

Contact Information:

For questions regarding the show, please contact the *2017 Beauty of the Northwest* chair, Lauriel Sandstrom, by email at gallernorth401@gmail.com. For questions about the online registration process, contact or leave a message for Lauriel Sandstrom at 206-200-2167