



**Southwestern Artists' Association
10th Annual Juried Art Show**

**“Top 100”
Including One Foot Show**

February 26 – March 13, 2011

Prospectus

Mail-In Registration Deadline:

Postmarked on or before Tuesday, February 1, 2011

**2 Shows in 1
Open to all San Diego County Residents!**

Acceptable Media: All wall-hung, two dimensional artwork.

Juror: Grant Pecoff, www.pecoff.com

Awards: Top 100 - 1st Place \$500, 2nd Place \$200, 3rd Place \$100
One Foot Show - 1st Place \$100, 2nd & 3rd Place cash or merchandise award.

Delivery of Artwork: Thursday, February 24th, 9am - 7pm.
Artwork to be hand-delivered to Southwestern Artists' Association, Gallery 23
in Spanish Village Art Center at Balboa Park, San Diego.

Awards Presentation & Art Reception:
Sunday, February 27th, 5:30-7:30pm.

www.SWArtists.com

SWAA - 10th Annual Juried Art Show 2011
Top 100 including One Foot Show

Rules & Instructions

All entries must be pre-registered by Tuesday, February 1st. No walk-in entries will be accepted.

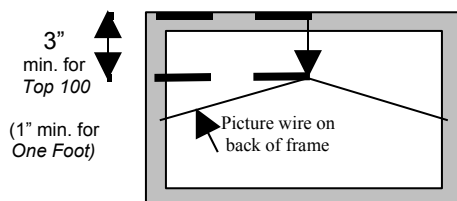
Purpose: To offer San Diego County artists the opportunity to show their work in one of San Diego's premiere locations and be recognized for their talents.

Eligibility: Open to all San Diego County residents.

Juror: Grant Pecoff. San Diego native, working artist active in the local community. Public arts projects - recycling receptacles in Little Italy. Gallery owner. Formal education: Academy of Art in San Francisco. www.pecoff.com

Acceptable Media: All wall-hung, two dimensional work: oil, acrylic, watercolor, pastel, gouache, collage, drawing, mixed media, photography, digital art, etc. (No sculpture, no reproductions/giclees of original artwork.)

Specifications: Entries must be the artist's original work, two dimensional, dry, and ready for hanging. *Top 100* entries shall have no dimension over 32" in any direction including the frame. Plexiglas or acrylic (instead of glass) must be used on artwork wider than 28" (pastels exempt.) A Gallery Wrap canvas (no visible staples) should be at least 3/4" deep with sides painted. Proper gage picture wire is required on all artwork. Center of wire on *Top 100* entries must be no less than 3" below top of frame and no less than 1" for *One Foot* entries (see diagram). Works will not be hung directly on frames, stretcher bars, rings, holes and/or tabs. Artwork **MUST** be in good taste, suitable for family viewing, no nudes. Class work is not acceptable. Work must have been created in the past two years. All artwork must be for sale, no "NFS".



Shows:

- **Top 100:** Artwork shall have **no dimension over 32"** in any direction including the frame.
- **One Foot Show:** Artwork shall have **no dimension over 12"** in any direction including the frame.
- You can enter **2 entries per show per artist.**

Entry Fees: Make check payable to SWAA. No refunds. Mail registration form and fees to: **Ron Ochsner, 2329 Wind River Road, El Cajon, CA 92019.**

- **Top 100:** \$30 for one entry, \$15 for second entry.
- **One Foot Show:** \$20 for one entry, \$10 for second entry.

Mail-In Registration Deadline (entry form/fees): Pre-registration is required and must be USPS postmarked on or before **Tuesday, February 1st.** You will not receive a return receipt. Send to: **Ron Ochsner, 2329 Wind River Road, El Cajon, CA 92019.**

Delivery of Artwork: Pre-registered entries must be hand-delivered to Gallery 23 in Spanish Village Art Center at Balboa Park, 1770 Village Place, San Diego on **Thursday, February 24th, 9am - 7pm.** Results of accepted works will be posted on-line after 2pm Friday, Feb. 25th, www.SWArtists.com.

Unaccepted Entries: **MUST** be picked up **Friday, February 25th, 2pm-6pm** or **Saturday, February 26th, 9am - 11am.** Paintings left will be assessed a \$10 storage fee.

Art Sales: All artwork selected will be for sale at the price indicated and remain on exhibit until the end of the show or until sold. A commission of 25% will be retained for each sale.

Shipping: Should your artwork sell to a customer that wants it shipped, we request that you indicate your cost to ship it to them. The gallery would then add your shipping & handling fee to the price of your artwork. Having this information on file eliminates the extra step of trying to contact the artist while the customer is waiting. You would then be responsible for shipping your artwork to the customer after the end of the show. This fee can be an approximation. You can always reimbursement the customer the difference. Shipping is optional, but the result could be a missed sale. (25% commission fee does not apply to shipping fees.)

Awards Presentation & Art Reception: An art reception is to be held for artists and their friends on **Sunday, February 27th, 5:30 - 7:30pm.**

Awards:

- **Top 100:** 1st Place - \$500, 2nd Place - \$200, 3rd Place - \$100, plus Honorable Mentions.
- **One Foot Show:** 1st Place - \$100, 2nd & 3rd Place - merchandise awards, plus Honorable Mentions.

After Show Removal: All artwork must be picked up on **Monday, March 14th, 11am-6pm.** Your claim receipt must be presented for return of artwork. Representatives must have written permission from the artist as well as the claim receipt. All paintings left will be assessed a \$10 storage fee.

Artwork is Left at Your Own Risk: SWAA does not carry insurance to cover your artwork and accepts no liability in case of damage, loss or theft. Insurance is the artist's responsibility.

For more information contact:

Jennifer Meeder, 619-287-6425, jmeeder@cox.net

Ron Ochsner, 619-447-7323

PRE-REGISTRATION FORM

Southwestern Artists' Association 10th Annual Juried Art Show 2011 **Top 100 including One Foot Show**

(Please Print)

Name: _____

Phone: (_____) _____ Email: _____

Address: _____ City: _____ Zip: _____

* No substitutions will be accepted after the registration deadline 2/1/11. No refunds.

Top 100 Title: _____ Media: _____ Price: _____
\$30
Will you ship to buyer?
Yes _____ No _____ Your shipping cost: _____

Top 100 Title: _____ Media: _____ Price: _____
\$15
Will you ship to buyer?
Yes _____ No _____ Your shipping cost: _____

One Foot Title: _____ Media: _____ Price: _____
\$20
Will you ship to buyer?
Yes _____ No _____ Your shipping cost: _____

One Foot Title: _____ Media: _____ Price: _____
\$10
Will you ship to buyer?
Yes _____ No _____ Your shipping cost: _____

Total fee:
\$ _____

Insurance is the responsibility of the artist. The City of San Diego, Balboa Park, Spanish Village Art Center, Southwestern Artists' Association, Gallery 23, and their associates assume no liability in case of damage, loss, or theft. The Southwestern Artists Association, Inc., Board of Directors, reserves the right to not accept entries, for any cause, or for conduct which the Board shall deem detrimental to the best interests of the Corporation.

Artist's Signature: _____ Date: _____

1. Make a copy and keep for your own records.
2. Make check payable to Southwestern Artists' Association or SWAA.
3. Mail this form (pg. 3 only) and entry fee(s) to: Ron Ochsner, 2329 Wind River Road, El Cajon, CA 92019.
4. Do not staple check to form.

Southwestern Artists' Association, Gallery 23 · 619-232-3522 · www.SWArtists.com

CLAIM RECEIPT - 2011

(Please print. Do not separate.)

Name: _____

Title: _____

Title: _____

Title: _____

Title: _____