

**Sanchez Art Center
7th Annual 50|50 Show
Aug 28–Sept 20, 2015**

Important Dates

Entry Deadline: Tues May 12, 11 pm PST

Accepted artists notified: Thurs May 21

Pick up panels, pay \$75 fee:
Sat May 30, 1–5 pm

Day 1 of 50: Mon June 8

Artists' Gathering: Sun July 12, 2 pm
Share your progress and challenges! Bring a sample or two! Postcards will be distributed.

Day 50 of 50: Mon July 27

Confirm label text: Tues July 28

Deliver & install artwork:
Sat-Sun-Mon, Aug 22-23-24, 1–5 pm

Preview Fundraiser: Fri Aug 28, 6–8 pm

Open-Door Reception: Fri Aug 28, 8–10 pm

Last day of show: Sun Sept 20, 1–5 pm

Remove artwork: Sun Sept. 20, 5–7 pm
Mon Sept. 21, 1–5 pm

For more information

Call: 650.355.1894
Email: info@sanchezartcenter.org
Website: www.sanchezartcenter.org
Visit: 1220-B Linda Mar Blvd
Pacifica, CA 94044

Gallery hours: Fri–Sun 1–5 pm
during exhibits
(except opening Fridays)

Office hours: Tues–Thurs 1–5 pm

ABOUT THE JUROR

Trish Bransten is Director of Rena Bransten Projects in San Francisco. Since its inception in 1974, the Rena Bransten Gallery sought to define its artistic program by including established and emerging artists simultaneously. Originally focused on ceramic sculpture by California artists, the physical gallery space and scope of exhibitions expanded to include contemporary paintings, sculpture, photography, media arts, video, installation, and conceptual work. Now, over thirty years later, and with Trish Bransten as Director, the gallery has moved into a project-oriented space, where, as Rena Bransten Projects, it continues to exhibit both national and international contemporary artists in one-person and thematic exhibitions reflecting current art trends.

ABOUT SANCHEZ ART CENTER

The mission of Sanchez Art Center is to create community through art. Sanchez Art Center was established in 1996 when artists and community members converted an old school into a multi-use arts complex that now includes 3 galleries, 19 art studios, an arts classroom, and the Mildred Owen Concert Hall. Sanchez Art Center offers exhibitions by established and emerging artists. We make art accessible to people of all ages and backgrounds by offering a variety of free exhibitions and lectures, affordable studio rentals, summer camps for kids, in-school art classes, and community art opportunities.

SANCHEZ ART CENTER

**Open Call for
California Artists**

7th Annual

50|50
50 small artworks
in 50 days

Aug 28–Sept 20, 2015

**JURIED BY TRISH BRANSTEN
Rena Bransten Projects, San Francisco**

**ENTRY DEADLINE
Tues May 12, 2015
11 pm PST**

50|50 SHOW

Sanchez Art Center (SAC) seeks California artists (18 and older) for its 7th annual **50|50 Show**. Accepted artists will create 50 small works (6" x 6") over the course of 50 days. Each artist chooses a theme and a single medium for all 50 pieces. Creation of works by participating artists will begin June 8 and end July 27, 2015.

JUROR: Serving as juror is **Trish Bransten**, Director of Rena Bransten Projects, San Francisco.

ENTRY DEADLINE: Tuesday, May 12, 11 pm PST

ABOUT THE ONLINE ENTRY PROCESS

CaFÉ™ (Call For Entry) provides artists with an easy-to-use system to create a profile with contact information, upload digital images of artwork, and apply to a number of open calls for entry at one time. There is no cost to register your profile, and you can update it at anytime. Your unique login information allows you complete access to open calls that you can apply to from any internet-connected computer.

If you are not already registered with CaFÉ™, go to www.callforentry.org and register.

To find the online application for the 50|50 Show:

Go to www.callforentry.org.

Click on "View All Calls."

Scroll through the list to "7th Annual Sanchez Art Center 50|50 Show" and click on name for complete info.

To Enter:

At the **50|50 Show application page**, you will be prompted to state your proposed theme and describe your medium. Themes must be 10 words or less. Submit 3 artwork images in the medium you will use. You should choose artworks that are samples of your best work in that medium. Jpegs uploaded to CaFÉ™ must be at least 1920 pixels on the longest side, under 5 MB, and have a resolution of 72 ppi/dpi.

If you have difficulties online: Use the Help feature on the CaFÉ™ site or email cafe@westaf.org.

ENTRY FEES: A nonrefundable \$25 entry fee is required at the time of entry. An additional \$75 is due upon acceptance to cover the costs of materials and publicity.

LIABILITY: Sanchez Art Center carries art insurance for damage or theft, subject to a deductible of \$500, for which the Art Center will not be liable. The artist must agree to accept the terms and conditions of the policy and to release Sanchez Art Center, its Board of Directors, staff, volunteers, and agents; the Art Guild of Pacifica; and the City of Pacifica from any further liability.

MATERIALS: Sanchez Art Center will furnish each artist with 50 unprimed non-archival medium-density fiberboard (MDF) panels, 6" x 6" with nail holes pre-drilled, and will provide hanging supplies (nails, adhesive putty) and installation templates. Other 6" x 6" panels may be used at the artist's expense (small canvases, etc.) as long as the presentation is professional in appearance and there is a rigid support for the work (i.e., no paper or fabric may be placed directly on the wall).

MEDIA: All fine art visual media will be accepted. Artists may prime and paint on panels, or attach canvas, drawings, or watercolor paper. 3D sculptures may be attached to wall-mounted panels, or stand on SAC-approved shelves to be provided and installed by artist. All works must fit in allocated space of 6" x 6" x 6". **If your work requires a different approach, contact us for approval as soon as possible.**

INSTALLATION: Artists are responsible for hanging and taking down their own works on the scheduled dates (see "Delivering & Installing"). The 6" square panels will be hung unframed, 7 high and 7 across, with 1" between panels. A template will be used to mark off the spacing. One work will be hung separately next to the 49-panel square, and this 50th piece may be framed (optional). The finished panels should be signed and dated (but not numbered) on the back. Display space for each artist will be the decision of the Art Center. Bring a hammer, a level, and a stepladder if you need one (the highest row will be 82" from the floor). Allow 3 hours to install.

DISPLAY MATERIALS—BIO/STATEMENT/TITLES/LABELS: Each artist will prepare an 8.5 x 11 bio and an artist statement to hang next to their 50-panel exhibit. Artists who have titled each panel may also hang a 1-page sheet listing the titles in the order of

display. These pages should be printed on white card stock and hung according to the template provided. SAC will print labels based on text to be provided by artist no later than Tues July 28. No other materials may be posted. No merchandise tables or cards on the wall. No small merchandise items (cards, books, etc.). A table will be provided for business cards.

GALLERY HOURS: Each artist will be encouraged to gallery sit from 1 to 3 pm or 3 to 5 pm for one day (Friday–Sunday) during the show.

PRICING & SALES: The *50|50 Show* is a fundraising event, and all artworks will be for sale. All works of an individual artist must have the same price (regardless of medium), except the 50th piece if it is framed. Guideline for pricing: \$50 to \$175 each (not mandatory). Artists have the option of offering 10% off purchases of 2 or more panels. No new work may be substituted for pieces sold; this includes photography. Pre-sales are allowed as long as the pre-sold work is included in artists' displays for the ticketed Preview Fundraiser and the Open-Door Reception. SAC will process sales and sales tax, and will take a 30% commission. Buyers take their purchases with them at the time of sale.

PUBLICITY: SAC will send a press release and calendar listing to print and online media, send postcards to its mailing list, and send electronic announcements to its email list. Artists will receive 25 postcards each at the July 12 Artists Gathering. Additional cards will be available at cost. An email format invitation will also be provided. Mention on artist websites, blogs, and forums is encouraged.

DELIVERING & INSTALLING: All artwork must be delivered and installed by the artist between 1 and 5 pm on Sat Aug 22, Sun Aug 23, or Mon Aug 24. Space locations will be assigned by lottery at the time each artist checks in. Templates will be pre-hung in each space; this will allow all artists to hang their works in the uniform grid pattern used throughout the galleries for this event. No partial deliveries. No wet paintings. NO EXCEPTIONS.