

Sanchez Art Center
50-50 Show VI
August 22–September 28, 2014

Important Dates

Entry Deadline: 11 PM (PST) Tues May 13

Accepted artists notified: Thurs May 22
Pick up panels, pay \$75 fee:

Day 1 of 50: Sat May 31, 1–5 pm
Mon June 9

Artists' Gathering: Sun June 29, 2 pm
Share your progress and challenges! Bring a sample or two! Postcards will be distributed.

Day 50 of 50: Mon July 28

Deliver & install artwork:
Sat-Sun-Mon, Aug. 16-17-18, 1–5 pm

Ticketed Preview: Fri Aug 22, 6–7:30 pm

Grand Opening: Fri Aug 22, 7:30–9:30 pm

Last day of show: Sun Sept 28, 1–5 pm

Remove artwork: Sun Sept. 28, 5–7 pm
Mon Sept. 29, 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

Jack Fischer is the founder and curator of the **Jack Fischer Gallery** in San Francisco, California. After many years at 49 Geary Art Galleries, Fischer relocated in 2013 to the growing art district of Potrero Flats, a new gallery hot spot in San Francisco, where there are now five galleries within two blocks of each other, and where the Jack Fischer Gallery continues to exhibit intriguing work by important California artists. The inaugural exhibit in Fischer's new gallery space showcased work by Ward Schumaker and was listed among art critic Kenneth Baker's top ten that year. Recent shows include work by Tony Fitzpatrick and Heather Wilcoxon; Ken Graves and Bernardo R. Palau; Kevin B. Chen and Christina Empedocles; and Dan Lydersen.

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**

Sixth Annual



August 22–September 28, 2014

JURIED BY JACK FISCHER
Jack Fischer Gallery, San Francisco

ENTRY DEADLINE
Enter online by 11 pm PST
Tuesday, May 13, 2014

50-50 Show

Sanchez Art Center (SAC) seeks California artists (18 and older) for its sixth 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 for all 50 pieces, and uses from 1 to 3 medium(s) throughout the 50-piece series. Creation of works by participating artists will begin June 9 and end July 28, 2014.

NEW THIS YEAR! In prior years, artists used a single medium throughout the project. This year, you have the option of using up to 3 mediums, as long as you submit a work sample in each medium you plan to use. It is perfectly all right to stick to a single medium! Regardless, you may still only submit a total of 3 images. Keep in mind that each of your 50 pieces must still have the same price regardless of medium used (except piece #50 if framed).

Juror: Serving as juror is **Jack Fischer**, founder and curator of Jack Fischer Gallery in San Francisco.

ENTRY DEADLINE: Tuesday, May 13, 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 "6th Annual Sanchez Art Center 50|50 Show" and click on name for complete info.

To Enter Online:

At the **50|50 Show application page**, you will be prompted to state your proposed theme and describe your medium(s). Themes must be 10 words or less. Submit 3 artwork images in the medium(s) you will use. You should choose artworks that are samples of your best work in each medium. Jpegs uploaded to CaFÉ™ must be no smaller than 1920 pixels on the longest side, under 3 MB, and have a resolution of 72 ppi/dpi.

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.

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

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 fiber-board (MDF) panels, 6" x 6" with nail holes pre-drilled, and will provide hanging supplies (nails, adhesive putty) and installation templates.

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.** 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).

Installation: Artists are responsible for hanging and taking down their own works on the scheduled dates. 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 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.

Bio/Statement/Titles: 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. 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 and Sales: The 50|50 Show is a fund-raising event, and all artworks will be for sale. All works of an individual artist must have the same price, 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. Buyers may take their purchases with them at time of sale. However, artists have the option of requesting that buyers leave their installation intact and asking buyers to pick up purchases on the last day of the exhibition. It is the responsibility of the artist to deliver or ship to buyers any work not taken at the time of sale or picked up by the last day. 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 and opening night reception. SAC will process sales and sales tax, and will take a 30% commission.

Publicity: SAC will send a press release and calendar listing to print and online media, send printed announcement postcards to its mailing list, and send electronic announcements to its email list. Artists attending the June 29 Artists Gathering will receive 25 postcards each. Additional cards will be available at cost. An email format invitation will also be provided. Artist blogs and forums are encouraged.

Receiving and Installation: All artwork must be delivered and installed by the artist between 1 and 5 pm on Sat Aug 16, Sun Aug 17, or Mon Aug 18. 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.