

Sanchez Art Center
8th Annual 50|50 Show
Aug 26–Sept 18, 2016

Important Dates

Entry Deadline: Tues May 10, 11 pm PST
Accepted artists notified: Thurs May 19
Pick up panels, pay \$75 fee:
Sat May 26, 1–5 pm
Day 1 of 50: Mon June 6
Artists' Gathering: Sun July 10, 2 pm
Share your progress and challenges! Bring a sample or two! Postcards will be distributed.
Day 50 of 50: Mon July 25
Confirm label text: Tues July 26
Deliver & install artwork:
Sat-Sun-Mon, Aug 20-21-22, 1–5 pm
Preview Fundraiser: Fri Aug 26, 6–8 pm
Open-Door Reception: Fri Aug 26, 8–9:30 pm
Last day of show: Sun Sept 18, 1–5 pm
Remove artwork: Sun Sept. 18, 5–7 pm
Mon Sept. 19, 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

Brian Gross is a 30-year veteran of the Bay Area art scene. He founded Brian Gross Fine Art in 1990 in the Union Square area, and in 2013, the gallery moved to 248 Utah Street in the Potrero Hill neighborhood. BGFA's record has been distinguished by its museum-quality exhibitions, the quality and strength of the art it has presented, and the validation of numerous critical reviews. Over years, it has won the respect of the international community of artists, collectors, curators and colleagues.

Prior to BGFA, Brian Gross was a partner in Fuller Gross Gallery, 1986–1990, a premier San Francisco showcase for contemporary art. Bay Area legends Robert Arneson, Roy De Forest, and Robert Hudson were an integral part of that program, and BGFA continues to represent those artists and estates. Los Angeles artists Peter Alexander, Tony Berlant, and Ed Moses are all featured artists of Brian Gross Fine Art. This year, BGFA has presented exhibitions showcasing the paintings of the late Bay Area painter, Leo Valledor, and the ambitious landmark exhibition of Robert Arneson: *Guardians of the Secret II*.

Brian Gross earned a degree from Oberlin College, with a major in Art History. He interned at the Museum of Modern Art, NYC, and was a Helena Rubenstein Fellow in Museum Studies and Art History, Independent Study Program of the Whitney Museum of American Art. Following graduation, Brian Gross worked as Assistant Director of Education at the Akron Art Museum and became a Curator Fellow at Tamarind Institute, UNM, Albuquerque.

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**

8th Annual

50|50

50 small artworks
in 50 days

Aug 26–Sept 18, 2016

JURIED BY BRIAN GROSS
Brian Gross Fine Art, San Francisco

ENTRY DEADLINE
Tues May 10, 2016
11 pm PST

50|50 SHOW

Sanchez Art Center (SAC) seeks California artists (18 and older) for its 8th 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 6 and end July 25, 2016.

JUROR: Serving as juror is **Brian Gross** of Brian Gross Fine Art, San Francisco.

ENTRY DEADLINE: Tuesday, May 10, 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 50|50 Show:

Go to www.callforentry.org.

Click on "View All Calls."

Scroll through the list to "8th 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 participation fee is due upon acceptance to cover the costs of materials and publicity.

LIABILITY: Sanchez Art Center carries art insurance up to a maximum of \$150,000 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). Artists providing their own panels or shelves must still pay the \$75 participation fee.

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 titled each panel may also hang a 1-page sheet listing titles in the order of display.

Artists may also hang a page with thumbnail images in order of display. These pages should be printed on white card stock and hung according to the template provided. SAC will print labels (name, city, theme, medium, price) based on text to be provided by artist no later than Tues July 26. 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). Minimum price is \$35. 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 10 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 20, Sun Aug 21, or Mon Aug 22.** 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.