

Sanchez Art Center
12th Annual 50|50 Show
Aug 28–Sept 20, 2020

Important Dates

Entry Deadline: Tues May 12, 11 pm PDT
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 19, 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, 8–9:30 pm
Last day of show: Sun Sept 20, 1–5 pm
Remove artwork: Sun Sept 20, 5–6:30 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)
and by appointment
Office hours: Tues–Thurs 1–5 pm

ABOUT THE JUROR

Patricia Sweetow opened Patricia Sweetow Gallery in 1994. Moving the gallery to 49 Geary Street, San Francisco in 1996, the gallery focused on Contemporary Fine Art, representing artists nationally and internationally. With the interests and concerns that form the gallery today, Patricia Sweetow offers focused exhibitions that confront viewers' ideas of institutional culture, embracing work that expands art historical lineages while dissolving boundaries between High and Low art. Artists mine rich, multifaceted traditions of craft, in ways that embrace cultural origins and conceptually nuanced discourse. Patricia Sweetow Gallery is now located at 315 Potrero Ave, San Francisco.

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, workshops and classes for teens and adults, and after-school classes, summer camps, and in-school art classes for kids, as well as community art projects and other opportunities.

SANCHEZ ART CENTER

**Open Call for
California Artists**

12th Annual

50|50

50 small artworks
in 50 days

Aug 28–Sept 20, 2020

JURIED BY PATRICIA SWEETOW
Patricia Sweetow Gallery, San Francisco

ENTRY DEADLINE
Tues May 12, 2020
11 pm PDT

50|50 SHOW

Sanchez Art Center (SAC) seeks California artists (18 and older) for its 12th 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. Creation of works by participating artists will begin June 8 and end July 27, 2020.

JUROR: Serving as juror is **Patricia Sweetow** of Patricia Sweetow Gallery, San Francisco.

ENTRY DEADLINE: Tuesday, May 12, 11 pm PDT

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 to register, create your profile, and upload images.

To find the online application for 50|50 Show:

Go to www.CallForEntry.org. Click on "Find Calls." Scroll through the list to "12th Annual 50|50 Show" (or search for Sanchez Art Center) and click on the show name.

To Enter: At the **50|50 Show application page**, you will be prompted to state your proposed theme and describe your medium(s). Themes must not be longer than 10 words. You may also post a description of your work or process (300 characters max, including spaces). Submit 3–10 artwork images in the medium(s) you will use. Choose artworks that are samples of your best work in the medium(s). Image files should be JPEG or JPG files that are under 5 MB, and are 1200 pixels or more on the longest side. CaFÉ™ will scale your uploaded images, creating a thumbnail and a larger image. For video entries, see "Help," "Uploading Media."

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. With SAC approval, 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. **Variations must be approved by Sanchez Art Center in advance.**

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. Each piece 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. If you have any questions, call us!**

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 only this 50th piece may be framed (optional). Framed size may not exceed 10" x 10". The finished panels should be signed and dated (but not numbered) on the back. 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 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[s], price) based on text to be provided by artist no later than Tues July 28. No other materials may be placed at your display. No merchandise tables or cards on the wall. No small merchandise items (cards, books, etc.). A group display area will be provided for business cards.

GALLERY SITTING: 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[s]), except the 50th piece if it is framed. Guideline for pricing: \$50 to \$175 each (not mandatory). Minimum price is \$45. 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, postcards to its mailing list, and electronic announcements to its email list. Artists will receive 10 postcards each at the July 19 Artists Gathering. Additional cards may be available. 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**. 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 throughout the galleries for this event. No partial deliveries. No wet paintings. NO EXCEPTIONS.