

Art Exhibition Prospectus Inside

BRAND 40 CALENDAR

June 1, 2011: deadline for receipt of signed entry form, CD, fees and a self-addressed stamped envelope.

July 9, 2011: mailing of jury results.

August 12, 2011: deadline for receipt of work shipped to Brand Library.

August 20, 2011: 9am-12 noon, hand delivery of accepted work to the Brand Library Art Galleries.

No exceptions can be made to the stated dates and hours. Work not delivered during scheduled times will not be included in the exhibition.

September 17, 2011: 10 am, show opens.

September 17, 2011: 6-9 pm, opening reception and awards ceremony.

October 28, 2011: exhibition closes at 5pm.

October 29, 2011: 9am-12 noon, pick-up of hand-delivered work.

Return shipping approximately 2 weeks after the close of show.

Do not submit works if you cannot deliver and/or pick-up works on the dates and times listed above. NO EXCEPTIONS WILL BE MADE FOR ANY DETAIL LISTED ABOVE OR TO ANY STATED DEADLINES. Work not picked up on the designated date will incur a storage fee of \$5 per day.

CONTACT AND INFORMATION:

Brand 40, 1601 W. Mountain St., Glendale, CA 91201

Phone: 818-548-2051

Additional information can be obtained from

Irena Raulinaitis, Chair of Brand 40

irena.raul@gmail.com (be sure to indicate the topic of the message)

Phone: 818-244-0654

The prospectus can also be downloaded from the Brand Library website:
www.brandlibrary.org

40th Annual National Juried Exhibition of Works on Paper

Brand Library Art Galleries

1601 West Mountain Street · Glendale, CA 91201

Exhibition dates: September 17 – October 28, 2011

\$4000 in prizes will be awarded!

SPONSORS: Associates of Brand Library & Art Center and the Glendale Public Library. The Brand Library Art Galleries offer visitors a professional gallery experience and showcases works by established and emerging artists that educate, enlighten, challenge and enrich people's lives.

JUROR: PETER FRANK is art critic for the *Huffington Post* and Adjunct Senior Curator at the Riverside Art Museum. He is past critic for *Angeleno* magazine and the *L. A. Weekly* and was Editor for *THEmagazine Los Angeles* and *Visions Art Quarterly*. Frank was born in New York, where he served as art critic for *The Village Voice* and *The SoHo Weekly News*, and moved to Los Angeles in 1988. Frank contributes articles to numerous publications and has organized numerous theme and survey shows, most notably "19 Artists – Emergent Americans," the 1981 Exxon National Exhibition mounted at the Solomon R. Guggenheim Museum in New York. McPherson & Co. Documentext published his *Something Else Press: An Annotated Bibliography* in 1983. A cycle of poems, *The Travelogues*, was issued by Sun & Moon Press in 1982. Abbeville Press released *New, Used & Improved*, an overview of the New York art scene co-written with Michael McKenzie, in 1987.

TOPIC: ENTRANCES AND EXITS

MEDIA: Any work **on paper**: collages, drawings, paintings, photography, prints, watercolors, 3-dimensional work, etc.

ELIGIBILITY: Participation is open to artists residing in the United States. Entries must be original work recently executed and not previously shown at the Brand Library Art Galleries. Do not submit work, unless available August 12 to October 29, 2011.

PRESENTATION: Framed work should be glazed with Plexiglass (glass is not accepted), and ready for hanging. Three-dimensional, and in some cases, unframed two-dimensional works are acceptable. Neutral-colored mats and frames must be of gallery quality. Entries must match the images submitted with the application. If the matting or framing is deemed unacceptable by the juror or the gallery director, it will be the artist's responsibility to correct the discrepancy before the work will be shown.

FEE: Non-refundable fees must accompany the submittal form: \$20 for the first work, \$10 for each additional work. A maximum of 3 works may be submitted. Mail CD, signed entry slip, a check made payable to Brand Associates and a self-addressed stamped envelope to BRAND 40, 1601 West Mountain St., Glendale, CA 91201.

IMAGES: Submit a CD with JPEG format files only. We will not accept TIF, PDF, PowerPoint, Photoshop files (.PSD/.PDD), or iPhoto folders. Images must be at least 300 dpi. The image files must not exceed 2MB each and should have a maximum image size of 2400 X 3000 pixels. Each CD must be clearly marked with the artist's name, titles and entry letters. Do not submit images by email. Do not include the artist's name, work title, or any other information as part of the digital image.

The signed entry form implies agreement with all conditions, dates and other regulations, including the right of the Brand Associates and Brand Library to photograph and display any accepted entry for archival or promotional use.

SIZE OF WORKS: There is no size restriction for hand-delivered work. Shipped items, including frame, may not exceed 48 inches in any direction.

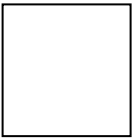
DELIVERY AND RETURN: Accepted works may be hand-delivered or shipped to the Brand Library Art Galleries. Shipped works, must be prepaid and arrive by **UPS only** by August 12, 2011. Shipped works will be returned after the exhibition in the same cartons in which they were received. **A prepaid shipping label (UPS only) and a \$25 handling fee are required for return shipment.** Any works not picked up on the specified day or not accompanied by a prepaid shipping label and handling fee become the property of the Associates of Brand Library. Details regarding shipped works will also be included with your acceptance letter.

LIABILITY: Utmost care will be taken in handling the work at Brand Library, but neither the Gallery, the City of Glendale, nor any other sponsor assumes responsibility for loss or damage, however caused, while works are in the Library's possession or in transit.

SALES: Unless specified "NFS," all works will be offered for sale. If the price is not indicated, the piece will be considered NFS. The commission to the Brand Associates is 25%. Payment to artists will be mailed after the close of the show. Prices quoted on the entry form may not be changed after acceptance into the show.

CATALOG: There will be a catalog of the exhibit. Each participant whose work is chosen will be entitled to a complimentary copy. Additional copies will be available for purchase.

BRAND 40 ENTRY FORM
Annual National Juried Exhibition WORKS ON PAPER
September 17 – October 28, 2011



Print initial of last name.

Please print or type. The information must be legible.
Both forms must be completed.

Name _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ E-mail _____

	TITLE	MEDIA	SIZE (Image) H X W X D	PRICE	Insurance Value
A					
B					
C					

Names, titles and prices will remain in effect for the duration of the show

Signed: _____
Artist or Agent

Signature denotes acceptance by artist of prospectus conditions.

Please initial the items below. SUBMISSION MUST INCLUDE THE FOLLOWING.

- _____ Completed and signed submission form
- _____ CD of works
- _____ Submission fee (payable to Brand Associates)
- _____ Self-addressed stamped envelope

How did you hear about this opportunity? _____

Do not separate forms

Entry form may be duplicated
Notification Form BRAND 40 Annual National Juried Exhibition WORKS ON PAPER

Name _____

	TITLE	Accepted	Not Accepted
A			
B			
C			