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@ Art Guild

8TH ANNUAL
CHICO ICONS



Call for Artists

CHICO ICONS 2012



Endangered Icons

Opening Friday, August 3 to September 1, 2012

We invite you to participate in the “Chico Icons 2012: Endangered Icons” exhibit in its new summer slot, this year August 3 to September 1. We have been deeply involved in helping to save one “Endangered Icon,” Bidwell Mansion, and we want to continue to bolster that effort as well as to showcase local artists as important ambassadors and contributors to communal dialogue and cultural identity.

“Chico Icons 2012: Endangered Icons” will keep garnering public awareness and support for Bidwell Mansion; it will also draw attention to other endangered identity symbols such as the Veteran’s Memorial Hall, the Post Office Building on 5th Street, and the Matador Motel. Not just Chico’s architectural icons are at risk, however. Lack of funding threaten Bidwell Park’s maintenance budget and shrinking resources put our waterways and wildlife habitat at risk. Thus our natural as well as architectural treasures are good subjects to explore in this exhibition.

While the choice of which “endangered icon” to depict is up to you artists, Avenue 9 hopes to fill an entire wall with a stunning variety of Bidwell Mansion Views—think of Hokusai’s or Hiroshige’s famous woodcut prints, “Thirty-Six Views of Mount Fuji.” We encourage you to spend some time circling the Mansion, viewing it from near and far, through trees, beyond clusters of students, and from odd angles that will startle, puzzle, and delight viewers.

Use your talents to make visible the value of endangered Chico Icons to our quality of life! And, join us in creating yet another Chiconic blockbuster for the pleasure of North State locals and visitors alike!

Submission Guidelines:
(Application Deadline: June 30, 2012)

Accepted applicants will have at least one work in the show. If no work is accepted, we’ll return your entry fee. All work in the show must be for sale. Artists whose work is chosen to be in the exhibition agree to have the work available for exhibition and for sale during the exhibit. Application is below.

Application

1. Images

- Email images (jpegs) to avenue9gallery@sbcglobal.net.
- If on a cd, send or deliver to Avenue 9 Gallery, 180 E. 9th Avenue, Ste. 3, Chico, CA 95926.
- Name the image file in such a way as to be recognizable with your name and title of the work.
- High-resolution files will allow us to use them for print publicity.

2. Image List, descriptions, prices: This list contains the information for the labels.

- An image list with the titles corresponding to your images, as in the following example:
a) Smith1_Title b) medium, c) size of image and size incl. frame, d) retail price, and e) a brief description of the image to put on the wall.
- The price of the work of art (including a 40% gallery commission).

3. Statement and résumé

- Include a résumé and/or c.v. (so we may put it in our artist's book and for any publicity we generate, if you are chosen to be in the show);
- Please send a brief statement about how the images reference your response to your subject matter and reason for making the images. We're looking for personal statements that will make your artistry accessible to the viewer.

4. Entry Fee: \$20 for 3 images; \$5 each for additional images:

- Check, Visa, or PayPal payment the gallery by the June 30 deadline;
- Make checks payable to Avenue 9 Gallery & Art Guild and write Chico Icons 2012 in the memo. Your canceled check is your receipt;
- For Visa, call or visit gallery (530-879-1821); for Paypal (preferred for international entries), please go to www.avenue9gallery.com and pay on line.

Anticipated date for jury panel's decision is July 12. You will be notified immediately thereafter about which of your works may be accepted. While new work and work that has not been shown before will be given special consideration, older works that especially fit the theme of Chico's special character are also acceptable.

The work must arrive ready to hang.

- Selected works must be delivered to Avenue 9 Gallery and Art Guild Saturday July 28, between 4 and 6 p.m. or Sunday July 29, between 11 and 2. The work must arrive ready to hang. Pictures must be prepared for hanging with picture wire. NO SAWTOOTH HANGERS ALLOWED. Each work of art must be clearly identified so we may match your label information to the correct work.
- Nothing over 25 lbs. will be accepted. Two-D work may not be more than 36" x 48" frame inclusive.
- Artists who create three-dimensional works that do not hang on walls, and artists whose mediums require computer display or other non-traditional display methods should e-mail Avenue 9 Gallery with a description of your needs before applying to the show. We will let you know right away whether we can satisfy your display needs.

There will be a People's Choice Award accompanied by a modest cash prize donated by the viewers who participate in the vote during the exhibit.