

Prospectus Call for Submissions

“Consumerism: Social Definition”

OVERVIEW

The Alberta Society of Artists invites all artists in Alberta (must be 18 years of age or older) to submit to the exhibition, “**Consumerism: Social Definition**”.

“The process of acquiring goods and services beyond the basic need defines consumerism, something which many people pride themselves on as a way of cultivating a self-identity and social empowerment.

Consumerism is also widely criticized for having an impact on the environment. Critics believe Climate Change is due to an overexploitation of natural resources and large production of waste from disposable goods.

This exhibition aims to explore the notion that Consumerism is two-pronged: a possible root to many societal ills or a promotion of consumers freedom of choice.”

All artists, both emerging and established, working in all media including installation, sculpture, photography, fibre, painting, drawing, and mixed media are encouraged to apply.

IMPORTANT DATES*

Deadline for Submissions: June 30, 2024

Notification of Results: July 31, 2024

Artwork required for drop off: Late September 2024 (Exact dates TBD)

VENUES

Western GM Gallery, Drumheller: October 2024

There may be other venues.

Opening Reception (TBD)

Accepted artists will be notified of exact dates.

SUBMISSION FEES

There is no submission fee.

REQUIREMENTS

1. Eligibility:

- a. Open to all artists residing in Alberta over the age of eighteen (18).

2. Artwork Specifications:

- a. **Three (3) works of art may be submitted per artist.**
- b. Artwork must have a value no more than \$6,000.
- c. Size restrictions are in effect for transportation purposes unless the artist agrees to drop off and pick up at each venue.
- d. Two-Dimensional artwork must not exceed 40" in any direction, including frame.
- e. Sculptural works must fit on a plinth.
- f. For artwork weighing more than 15 lbs the artist must be present for installation.

3. Exhibition Information:

- a. Artists may not have displayed the submitted artwork in any other ASA Exhibit or have been accepted to exhibit the work(s) at a future ASA exhibit.
- b. Artwork may not have been created as part of a class or a workshop.
- c. Photographs, digital media prints and traditional printmaking submissions must include edition numbers (this may include Artist Prints "A/P")
- d. This exhibition will accept both works for exhibition only and works for sale. The ASA and the Artist agree that the sale price includes a 20% donation to the Western GM Gallery and a 10% donation to the ASA. ASA is both a not-for-profit society registered under the laws of Alberta and a federally registered charitable organization.
- e. Notification of results will be by email.
- f. Incomplete submissions will not move to the jurying phase. Jury results are final; artists will not receive feedback or comments from the jury.

4. General Submission Requirements:

- a. Submissions will be accepted via online form found on **www.albertasocietyofartists.com** ONLY
 - ASA aims to support all individuals who face barriers in applying for all ASA opportunities. If you require assistance with your application please contact Emily at coordinator@albertasocietyofartists.com, 403-265-0012 (call/text) or come by in person.
- b. Each submission must include a **100-word artwork statement** for each artwork submitted.
- c. Each submission must include title of artwork, year completed, medium, dimensions, insurance value, and image.

5. Image Requirements:

- a. Please ensure that all image **files are correctly oriented.**
- b. Image files must be clear of frames, walls, borders or any other backgrounds. Images should be of the artwork only; no date stamps, no watermarks, no copyright symbols, or any other elements should be present that will obstruct the

- visual field. Whenever possible submit works for jurying unsigned.
- c. All submission elements must be received at the same time. You may not email and mail parts of the submission at separate times. Artist and artwork information copied and pasted into the body of email will not be accepted.
 - d. Image files should be appropriately labeled: **ASA_CON_Title.jpeg**
 - e. Diptychs and triptychs must be submitted in one file showing how the pieces work together and individually as image files labeled: **ASA_CON_Title_A.jpeg, ASA_CON_Title_B.jpeg, ASA_CON_Title_C.jpeg**
 - f. If there is a multimedia component use one of the following options (media are limited to two (2) minutes in length for the jurying procedure):
 - Video: upload an MP4 video file to the submission form
 - Audio: upload an MP3 file to the submission form
 - DO NOT provide links to video or audio hosted externally (e.g. vimeo, youtube, spotify, etc.)
 - Other: If using a media format that requires specific software or technical knowledge, please provide a recording/screen-recording of the media in .mp4 format (3D modeling software, generative media, video games, interactive media, etc.)

IF ACCEPTED

Accepted Artists:

- a. May be expected to volunteer in different capacities related to the exhibition. Installation and take down dates and times to be determined.
- b. Early withdrawals of artwork during the exhibition are not permitted. Artists are expected to ensure that artwork accepted and submitted for the exhibit remains on display for the duration of the exhibition.
- c. No substitutions will be allowed once a work of art has been accepted. This includes changes in the image, title, dimensions, etc.
- d. ASA reserves the right to decline the display of artwork that significantly deviates from the submitted images or does not meet professional presentation standards.
- e. Artists agree that their accepted artworks may be used for publication, promotion, and advertising by ASA.

Specifications:

- a. Works must be gallery-ready. Wall art must be appropriately framed with D-rings & wire installed for hanging. Please hang wires about $\frac{1}{4}$ of the way from the top – lower wiring will create an unattractive hanging angle.
- b. Each work must be clearly and securely labeled with the name of the artist, the title of the work, and the media employed.
- c. Any artworks that require special care or have installation instructions must be clearly explained and labeled.
- d. No sawtooth or wall buddies permitted.
- e. Any piece larger than 18"x24" that would typically be framed under glass must instead be framed using plexiglass. Additionally, any artwork with a long measure of

24" or more should be framed with plexiglass, irrespective of its height being less than 18".

- f. **Please Note:** ASA does not assume responsibility for any damages that may occur to framed plexiglass during transportation or throughout the duration of the exhibition.

Liability and Insurance:

- a. The price of the artwork should be equivalent to its insurance value.
- b. While ASA and its volunteers take every effort to ensure careful transportation, handling and hanging, the ASA is not responsible for damages to artwork that occurs while the artwork is entered into exhibition.
- c. ASA insurance, courier or venue insurance may cover the cost of theft, vandalism, fire, or loss of artwork while exhibited, transported, or stored by ASA.
- d. Artists are encouraged to seek insurance coverage for their artwork for transportation to and from the venue.

Transportation Protocol:

- a. Artists are responsible for appropriate packaging of their artworks for shipment.
- b. All works should be delivered by artist or courier to the ASA Gallery ready for installation unless otherwise arranged. ASA is not responsible for the cost of shipment to the initial venue or the return of artworks after the final venue.
- c. The responsibility of ASA regarding accepted artwork is limited to repackaging and arranging delivery to mail or courier for pickup. Accepted artists are required to provide prepaid shipping and include return instructions if utilizing mail or courier services.
- d. Should any Artist fail to pick up their artwork(s) within six (6) months from the final day of the Exhibition, the artwork(s) will be considered a non-tax-deductible donation to the ASA. These works may then be sold, displayed, stored, leased, or otherwise used at the discretion of the ASA and to the sole benefit of the ASA, unless other arrangements between the Artist and the ASA have been made prior to the end of the six (6) month period.