

“The Artist’s Lens 2025: Identity”

PROSPECTUS

The Alberta Society of Artists invites all artists in Alberta (must be 18 years or older) to submit to the exhibition, “*The Artist’s Lens 2025*”, displayed in the ASA Gallery and coinciding with the Exposure Photography Festival. “The Artist’s Lens” is our annual open photography show and the theme for 2025 is ‘Identity’.

OVERVIEW

Artists are asked to consider how their identity shapes their work--whether it is representative of their culture, ethnicity, history or persona.

You must show how your work is unique and represents you in a way that is identifiable. What does your art reveal about you as an artist? It can be the process, the look or the subject. Your art is the response to your life and the process is a communication to the outside world.

The art statement must consider how your past has shaped you. What will separate your work from others and make it an expression of your identity.

ACCEPTED MEDIA

All submissions **must have a photographic element or connection to photography**, as this exhibition will be participating in the Exposure Photography Festival. Mixed media collage, digital prints, photomanipulation, etc. are allowed. Framed artwork must not be larger than 36” in any direction nor smaller than 12” in any direction. You may also submit moving/video work; please clearly include any technical requirements your work may have and what resources you may require the gallery to provide.

For further questions on accepted media, please contact coordinator@albertasocietyofartists.com

EXHIBITION VENUE FOR THE ARTIST’S LENS

Alberta Society of Artists Gallery
#222 1235-26 Ave SE, Calgary

Deadline for Submissions: **Tuesday, October 15, 2024 at 11:59 PM**

Notification of Results: **November 15, 2024**

Artwork Delivery and Set-up:

January 8-9, 2025 from 10:00 pm - 4:00 pm

Exhibition Dates:

January 11, 2025 - February 22, 2025

Strike and Pick Up Dates:

February 27-March 1, 2025 from 10:00 pm - 4:00 pm

Reception Date: **TBD**

REQUIREMENTS

Eligibility:

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

Artwork Specifications:

- a. **Up to two (2) works of art may be submitted per artist.**
- b. Artwork must have a value no more than \$6,000 CAD.
- c. Artwork weighing more than 15 lbs the selected artist must be present for installation.
- d. Two-Dimensional **artwork must not exceed 36" in any direction, including frame, or be less than 12" in any dimension.**

Exhibition Information:

- a. Artists may not have displayed the submitted artwork in any other ASA Exhibition 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. 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 30% donation to the ASA, the amount donated to the ASA is also eligible for a tax receipt to the purchaser. ASA is both a not-for-profit society registered under the laws of Alberta and a federally registered charitable organization.
- d. Notification of results will be by email.
- e. Incomplete submissions will not move to the jurying phase. Jury results are final; artists will not receive feedback or comments from the jury.

General Submission Requirements:

- a. Submissions will be accepted via online form found on www.albertasocietyofartists.com "Open Calls" page only.
- b. Each submission *must* include a maximum **100-word artwork statement** for each artwork submitted.
- c. Image files in format(s) as detailed below in *Image File Specifications*.

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 work unsigned to facilitate the blind jurying process.
- c. All submission elements must be received at the same time. You may not email and mail parts of the submission at separate times
- d. Image files should be appropriately labeled: **AL25_Title_FirstInitial_LastInitial.jpeg**.
- e. Diptychs and triptychs must be submitted in one file showing how the pieces work together and individually as image files labeled: **AL25_Title_A_FirstInitial_LastInitial.jpeg**,
AL25_Title_B_FirstInitial_LastInitial.jpeg,

Image File Specifications:

- a. Images submitted must follow these technical specifications:
 - File type: JPEG, JPG or PNG
 - Quality: Medium to High
 - 1080 pixels on the shortest side
 - File size: No greater than 2.0 Megabytes
- b. If your art is juried into the exhibit, the image may be used for a print catalogue, a print poster, and a website image. When provided with an image that meets the above specifications, the ASA can create the sizes appropriate for its use.

IF ACCEPTED

Accepted Artists:

- a. Will be expected to volunteer in different capacities related to the exhibition. Installation and take down dates and times to be determined.
- b. Artists are responsible for dropping off or shipping their artworks to the initial venue unless otherwise arranged.
- c. No early withdrawals of artwork are permitted during the exhibition. It is expected that the work juried and submitted by the artist to the exhibit will be displayed for the entire duration of the exhibition.
- d. No substitutions will be accepted once a work of art has been juried in. This includes changes in the image, title, dimensions, etc.
- e. ASA reserves the right not to display artwork that differs significantly from the accepted submitted images or does not present professionally.
- f. Artists agree that their accepted artworks may be used for publication, promotion and advertising by ASA and Exposure Photography Festival.

Specifications:

- a. Works must be gallery ready, 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 on the back with the name of the artist, the title of the work, and the media employed.
- c. Any unique artworks that require special care or have installation instructions must be clearly explained and labeled.
- d. No sawtooth or wall buddies permitted.
- e. If framed under glass: Any work exceeding 18"x24" that would be normally framed in glass must be framed in plexiglass instead. Long pieces exceeding 24" should have plexiglass even if the height is less than 18".
- f. **Please Note:** ASA is not responsible for any potential damages to framed plexiglass that occur during transportation or throughout the duration of this exhibition.

Liability and Insurance:

- a. The sale 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. ASA insurance, courier or venue insurance may cover the cost of theft, vandalism, fire, or loss of artwork while entered in the exhibition, transported or stored by ASA.
- c. Artists are encouraged to provide personal insurance for artworks entered.

Transportation Protocol:

- a. Artists are responsible for appropriately packaging their artworks for shipment.
- b. All works should be delivered by artist or courier to the first venue ready for installation. ASA is not responsible for the cost of shipment to the initial venue or the return of artworks after the final venue.
- c. It is not ASA's responsibility to organize the return of accepted artwork beyond repackaging and arranging delivery to mail, or courier, for pickup. Accepted artists will need to enclose prepaid shipping and instructions for return of the artwork if using 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.