

The *really* Affordable Art Show

The Brooklyn Waterfront Artists Coalition (BWAC) is excited to announce our third annual *really Affordable Art Show*, a national juried show opening September 23, 2017.

Our juror is Laura Phipps, Assistant Curator at the Whitney Museum of American Art, New York City.

This is a selling show with art priced for anyone and everyone. Thousands of NY art lovers and collectors will see your work up close and personal. It is time to expand your collector base in NYC. The people most likely to buy your work in the future are your current collectors. After all, they have expressed their love of your work with their wallet – the sincerest compliment. To make it easy for new collectors, **all work submitted must be for sale at \$499 or less**. You will get 75% of the selling price.

Bonus Offer:

Every artist selected by Laura Phipps can also send in one additional piece of the artist's choice for the *really-really Affordable Art Salon* section. These will be slightly smaller pieces and priced at \$399 or less. You will still get 75% of the selling price.

Gallery Space:

Ours is a truly unique gallery – a massive Civil War-era warehouse on the Red Hook waterfront in Brooklyn, NY. Its enormous space allows us to present the 100+ pieces selected by Laura Phipps as well as the bonus pieces selected by the artists. We will be using 8,000 square feet for this show, and look forward to exhibiting artists' work from all over the USA.

We really love art – in all media. As well as looking for skill in the use of a variety of materials, we look for how well that medium relates to the concept or movement, and how fully the artist's intention or concept is presented and realized. The juror's awards will reflect that artistic judgment. Virtually every medium is accepted including: Oil, Acrylic, Watercolor, Photography, Pastel, Drawing, Print, Mixed Media, Sculpture, Assemblage and Fabric. A Notes section is in the application to allow you to give Laura Phipps some background information.

Call to Artists for Submissions

Submission Deadline: The Early Bird deadline is July 14 and Final Application Deadline is August 6, 2017.

Gallery Exhibition Dates: September 23 – October 15, 2017; weekends 1-6 P.M.

Opening Reception and Awards Ceremony: September 23, 2017 from 1-6 P.M.

About the Juror

Laura Phipps is an Assistant Curator at the Whitney Museum of American Art. She has been at the Whitney since the summer of 2009, and her recent projects include *Virginia Overton: Sculpture Gardens*, *Open Plan: Andrea Fraser* and a group show of emerging artists *Flatlands*. She has also co-curated a project with Michele Abeles and the permanent collection exhibition *Test Pattern*. Laura has assisted with numerous museum exhibitions including *2010*, the Whitney Biennial, *Legacy: The Emily Fisher Landau Collection*, *Glenn Ligon: AMERICA*, *Singular Visions*, *Wade Guyton OS*, *Sinister Pop*, and *Jeff Koons: A Retrospective*. She has served as a juror for New American Paintings, on the grant selection committee of the Rema Hort Mann Foundation, as a visiting critic for the Lower Manhattan Cultural Council Workspace and Smackmellon Studio Program, and as a guest curator at the Kentler Drawing Center, Brooklyn. Prior to the Whitney, Phipps worked in the curatorial department and director's office of the Modern Art Museum, Fort Worth. She received her MA, Art History at Hunter College, CUNY and BFA, Studio Art and BS, Psychology from Texas Christian University in Fort Worth, Texas.

\$2050 in Cash Awards and Purchase Prizes

All prize selections will be made by Laura Phipps at the gallery and announced at the Opening Reception at 3PM.

BEST of SHOW GOLD: \$1000 Purchase Prize The work selected as 'Best of Show' will be purchased by BWAC for \$1000 and added to Laura Phipps' personal collection.

BEST of SHOW SILVER: \$250

CERTIFICATES of RECOGNITION: \$800 \$100 each for eight winners.

Show Details

The really Affordable Art Show: The broad theme encompasses all the possibilities of your imagination – allowing you to think, play and create outside the box with few inhibitions, restrictions, rules, or guidelines. Just set yourself free to explore the possibilities of creativity and let Ms. Phipps put together an exciting show. She may select none, just one or several from any artist. She does not see the artist's name when making the selection for the show.

ELIGIBILITY: This call for submission is open to all residents of the U.S. and its Territories 18 years of age or older. This is a juried exhibition for artists working in all traditional and non-traditional 2-D and 3-D media, including film/video when self-presenting. All artwork must be original in concept, design and execution. Note: Crafts, battery-operated accessories, kit

work or reproductions of original works in other media, unless used as part of a mixed media work, will not be considered. All work must be shipped via UPS or FedEx or hand delivered by artist. All work purchased must be deliverable via UPS, unless being hand delivered by artist or picked-up by purchaser.

JUDGING: Artwork selection will be online, however, Ms. Phipps will select all prizes at the gallery. Entries that differ significantly from their digital images may be rejected. All decisions are final.

SUBMISSIONS AND FEES: Only original works or limited editions may be submitted. Works may be submitted in one or multiple media. Early Bird Submissions (through midnight, July 14): \$45 for up to five (5) images plus \$5.00 for each additional image.

Submissions between July 15 and midnight August 6, 2017: \$65 for up to five (5) images plus \$5.00 for each additional image.

Sculpture and assemblage: artists may use two additional images for details, at no extra charge. Contact bwacinfo@aol.com if you need them.

All entries must be registered/received by **midnight, August 6, 2017**. **All application fees are non-refundable. There is no promise or guarantee you will be in the show – selection is at the juror's sole discretion.**

Sign Up Now!

DIRECTIONS FOR ONLINE SUBMISSION:

Click on the [Sign Up Now!](#) link.

1. Follow the directions on the Site Login Page to create a new profile. You will need to create a new profile, *unless you applied to BWAC's juried shows or to another competition that licensed the Smarter Entry system - then you can just log in*. Your username is your email address. Click on *really Affordable Art Show* to register. (It's under the heading AVAILABLE SHOWS). You will be taken to a secure site where you can pay your application fee.
2. Once you have paid your application fee, you can upload your images. Submit your images as JPG, TIF, or PNG files not greater than 4MB. The longest side should be 1,280 pixels for best viewing quality. You have until midnight on August 6, 2017 to submit your images.
3. Click on the Choose File button to browse for the file you want to upload. The actual file name is the image file title you see in a directory / folder. File names **cannot** have special characters as they present security risks or are not compatible with programming. When you browse your folder to select your file and then insert into the SmarterEntry system, you may see something like this: c:\my_harddrive%5\filename.jpg. The c:\my_harddrive%5\ is the computer's path to the file. It can/will have special characters, and that is ok. It is only the filename.jpg part that cannot have special characters.
4. Upload your image as directed. Please note that **all fields marked with an asterisk are required**. Selling price and year created will not be a factor in the juror's selection. Use the Additional Notes box for information you would like the juror to consider. These notes may be used as part of the exhibition. Click Add Image to upload it to the show. While the image is uploading do not press the back button or otherwise interfere with the upload process. When the image appears below, it has been submitted to the competition. You may have to scroll down to see all images.
5. Repeat this process for all your images. You can click "Return to Account" on the left hand bar at any time, then return later to submit more images. You can delete and resubmit a new image at no additional cost. You can edit the information submitted up to the deadline.

ACCEPTANCE: Notification of acceptance of work will be made via e-mail by Thursday, August 24, 2017. If you have not received any notification by Monday, August 28, please email bwacinfo@aol.com. Upon acceptance, the online submission of a Confirmation Form is required to hold your space in the show.

REQUIREMENTS FOR ACCEPTED WORK:

1. Maximum Size: 32" X 24" X 3" (including the frame) for 2-D and 24" X 24" X 24" for 3-D. Your Bonus Work must be less than 24" x 18" x 3" (including the frame) for 2-D and 16" X 16" X 16" for 3-D.
2. Where appropriate and at the discretion of BWAC, all work must be suitably framed to a professional standard. No clip frames, saw-tooth hangers or taped edges. All framed conventional work must use Plexiglas, except hand-delivered work. Canvases may have gallery wrapped edges.
3. Work must be wired and ready for hanging. No ceiling mounts or special installation requirements unless agreed to beforehand by BWAC.
4. Sculptors may provide their own pedestals, or else must agree to use those provided by BWAC.
5. A label must be affixed to the back of the work that indicates which end is the top and includes the following: Artist Name, Title, Medium, Dimensions, and Price. This information must correspond with the Accepted image as listed on Notification form. No artwork may be substituted.
6. All artwork must be priced for sale with a price not to exceed \$499 for juror selected works and \$399 for Bonus (artist selected) works. Any work marked POR (Price on Request) or NFS (Not For Sale) will not be eligible for entry into the exhibition.
7. Work cannot be withdrawn before the end of the exhibit, but sold work can be removed by the buyer at the time of sale.

8. No work may weigh over 35 pounds unless delivered, installed and removed by the artist or artist's agent.

DELIVERY OF ACCEPTED WORK:

1. Work can be hand delivered to BWAC at 481 Van Brunt Street, Door 7, Brooklyn and unpacked by artist or artist's agent on Saturday/Sunday, September 9/10; Thursday, September 14, and Saturday, September 16 from 12:00 P.M. to 5:00 P.M. These hand-delivered works must be removed by artist or artist's agent - see paragraph on Removal below. No UPS, FedEx or USPS delivery drop-offs will be accepted as hand delivery.

2. All work not able to be hand-delivered as noted above should be ordered (UPS is our preferred carrier) to arrive at BWAC gallery address 481 Van Brunt Street, Door 7, Brooklyn, NY 11231 from Wednesday, September 6 through Friday, September 8. The handling fee for shipped works is \$40 per package for the first 30lbs plus \$1 per pound additional. The artist assumes all responsibility for insuring artwork against shipping damage or loss. For packages weighing more than 50lbs., contact BWAC for confirmation of acceptance before shipping. Include a check or money order payable to "BWAC" and a PREPAID BARCODED return label. Multipage paper labels with personal account or credit card numbers are not 'prepaid'. UPS is preferred. All return shippers must pick up at the gallery, therefore DO NOT use US Parcel Post shipping.

LATE ARRIVAL AND RETURNS: BWAC reserves the right to reject and return work that is late, is deemed unstable upon arrival, is not properly presented, or differs from the submitted digital image.

SALES, COMMISSIONS AND DELIVERY: BWAC will retain a 25% commission on all exhibition sales. The price represented on the artist entry form will be the sale price. No changes will be allowed. Sold works may be removed by the buyer at the time of sale. All arrangements for shipping of 3-D works to buyers will be the sole responsibility of the artist. BWAC will pack and ship 2-D works at the expense of the buyer.

REMOVAL: Hand delivered work must be removed by the artist, or artist's agent, on Thursday October 19, from 4-7 P.M., Saturday/Sunday, October 21/22, from 12-4 P.M. Any work not removed during this specified time will be disposed of at BWAC's discretion. **Shipped** work will be packed and return shipped to artists within 2 weeks from the close of show.

LIABILITY: BWAC is not responsible for any damage, breakage, replacement or cost associated with any damage or breakage that may have occurred during transport, storage, un-packing, exhibiting, packing and return transport. Every precaution will be taken in handling the entries, but BWAC assumes no liability for any loss or damage to any artist's work while in our care, custody or control, before, during or after the exhibition. Each artist, if they wish, needs to provide their own insurance.

USE OF IMAGES: Any image submitted may be used for marketing and promotional purposes directly related to this show. This use may include in any publications, printed materials, advertisements, or electronic media. Copyright and all other rights remain that of the artist.

CONTACT/QUESTIONS: The gallery delivery address is NOT a mailing address for any other purpose. Please direct all questions to help@affordableartshow.info

ENTRY AGREEMENT: With the submission of artwork into *really Affordable Art Show*, the artist agrees to all the terms and conditions set forth in this prospectus.