



**\*\*\*PLEASE NOTE:** Assistance available for formatting your submissions, if necessary. Contact [bwacmusic@gmail.com](mailto:bwacmusic@gmail.com) \*\*

## **PROSPECTUS**

**Exhibition Title:** "In the Groove"

**Theme:** National Print Exhibition of Original Album Cover Artwork

**Location:** Brooklyn Waterfront Artists Coalition (BWAC)

481 Van Brunt Street, Door 7, Red Hook, Brooklyn, NY 11231

**Exhibition:** May 12th – Oct 28th, 2018

**Opening Reception:** May 12, 2018

**DEADLINE FOR SUBMISSION:** March 10th, 2018

Please direct all questions to: [bwacmusic@gmail.com](mailto:bwacmusic@gmail.com)

### **BWAC Selection Panel:**

-[Sal Cataldi](#) – NYC-based musician and publicist, leader of the critically acclaimed Spaghetti Eastern Music, Founder and Creative Director of Cataldi Public Relations

-Wendi Gueorguiev – BWAC Performance Series Coordinator, Exhibiting Artist

**The Brooklyn Waterfront Artists Coalition (BWAC)**, established in 1978, is excited to be presenting some of the most unique artwork to be seen in New York City in 2018. BWAC's 25,000 square foot gallery, located in a Civil War-era warehouse directly on the waterfront in Red Hook, receives 10,000 annual visitors during its three exhibition seasons.

A 501(c)3 non-profit corporation, BWAC is also Brooklyn's largest artist-run organization. BWAC continues to present contemporary visual art, from the traditional to the experimental, along with ambitious musical and spoken word programs.

**About "In the Groove"** - BWAC's national print exhibition of original album cover artwork will be on view for three seasons, from May 12<sup>th</sup> - October 28th, 2018. The exhibition seeks to celebrate the mutually inspiring, creative relationship between music and art, and to recognize the profound cultural impact and influence of the art form itself, its trailblazing history and ever evolving visual and conceptual strategies.

**The BWAC Performance Series** - For over 20 years, BWAC has provided support for musicians and performers, offering performance based opportunities to participate as a major feature of opening receptions and specially themed exhibitions, and as a complement to ongoing programming. Some notable events have included a long-running acoustic series, "Red Hook Unplugged"; an exhibition of Caribbean art and music; and even the staging of multiple outdoor battle-of-the-bands, featuring local rock groups.

The current incarnation of the Performance Series offers an exciting program of accomplished musicians and performers from around the world, representing a multitude of genres, as well as authors, poets, and special film screenings. Performances take place on the BWAC stage at our unique Civil War era warehouse space in Red Hook, Brooklyn, on weekends from 1-6pm throughout each exhibition season - Spring, Summer, and Fall. The art exhibitions and performances are free and open to the public.

### **Eligibility**

Nationwide call for album cover artwork that meets the following criteria:

- 1) Copyright property of the artist
- 2) AND the artwork is one of the following:
  1. by you for your own album of music OR
  2. a hypothetic/conceptual album cover inspired by a band/album/song (famous or obscure) OR
  3. a commissioned piece for an actual band and you have express written permission to exhibit the image
- 3) Artwork must be designed, formatted and submitted, ready for print, **exactly** as detailed in this Call for Artwork

### **Directions for Online Submissions**

BWAC is a non-profit organization. Submission fees are used exclusively by BWAC to cover the cost of listing the national call for artwork; the SmartEntry platform usage; color printing of artworks selected; pr, promotion, and listings of the exhibition over multiple media platforms and outlets; and to fund the Performance Series and BWAC.

- 1) All images and fees will be submitted via SmarterEntry
- 2) \$15 Submission Fee for 1 image; \$5 for each additional image, up to 2 additional images
- 3) By submission of artwork the artist agrees:
  - a) The artwork is their copyright property and the artist has the right to exhibit the work
  - b) BWAC is granted the right to a one-time-only permission to print the digital file for display in this exhibition and BWAC agrees that artwork purchases do not grant the buyer the right for reproduction or commercial use
  - c) Printed artwork shall not be returned at the end of the exhibition and all unsold works shall be destroyed at the end of the exhibition
  - d) Artist agrees to all BWAC Terms and Conditions below
- 4) Artists can set a sales price, at a minimum of \$50, 30% of sale to BWAC. Artwork that is not sold will be destroyed immediately after the exhibition.

## Formatting for submission

- Artists will be submitting a print-ready file formatted exactly as below, via SmarterEntry.
- All selected work will be printed by BWAC directly from the submitted print ready files and exhibited throughout three seasons.
- Submitted print ready file must be designed and print-ready exactly as specified below. Work that does not print properly due to improper formatting will not be exhibited.

Print-ready file:

- Each file to be labeled with image number and artists full name (ex. 01 Janie Cinnamon)
- 72 dpi, color format set to RGB
- JPG file format only, file to be no greater than 4MB
- 13" Wide x 13" High, which must include a centered 12" W x 12" H image field plus a clear ½" border on all sides, no bleed
- Name of artwork artist, location, band/performers name, song/album to be included within the image field at the very bottom right hand corner of image field (not within the border)
  - Right justified, Ariel font only, 18pt, bold, all caps
  - Title of album/song to be in bold italics
  - Label must be easy to read
  - Artwork with unreadable artist credit label will not be exhibited.
  - Example of label: artist, location, band, album/song credit format:

**JANE CINNAMON, BUFFALO, NY**  
**ROLLING STONES, *SWEET VIRGINIA***



**GRAPHIC EXAMPLE of SUBMISSION FILE**

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## Agreement

Submission of application represents the artist's agreement to the following Terms and Conditions:

## Exhibition Deadlines, Terms, and Conditions

- 1) Deadline for Submission of application materials: **March 10, 2018**

2) Notifications will be emailed to the artists by: **March 17, 2018**. Check your spam folder. If none is received by March 19, 2018, contact the curators.

3) Important dates as follows:

<b>March 10<sup>th</sup></b>	<b>Deadline for Submission</b>
<b>March 17<sup>th</sup></b>	<b>Notification of Acceptance</b>
<b>May 12<sup>th</sup></b>	<b>Opening Day Reception</b>
<b>Oct 28<sup>th</sup></b>	<b>Closing Day</b>

4) Submitted artwork must be formatted exactly as defined above, ready to print. If artwork is not printable or prints poorly due to improper formatting, the work shall not be exhibited.

5) Work cannot be withdrawn, nor sold work shipped, before the end of the exhibit. But sold works may be removed by the buyer at the time of the sale.

6) BWAC will retain a 30% commission on all exhibition sales.

7) Submission fees are non-refundable.

8) BWAC assumes no liability for any loss or damage to any artist's work while in transit, or our care, custody or control, before, during or after the exhibition. Each artist, if they wish, needs to provide their own insurance.

9) Any image or links/websites submitted may be used for marketing and promotional purposes directly related to this show. This use may include publication in any publications, printed materials, advertisements, or electronic media. Representatives of BWAC and partner organizations may photograph artwork or exhibit and use the images for promotional purposes (print, website, social media). Best efforts will be made to give credit for images where possible. BWAC shall not be held responsible if credit is missing. Copyright and all other rights remain that of the artist.

[\*\*Sign-Up Now!\*\*](#)