



California Art League
presents
"Native Beginnings"
A CALIFORNIA ART LEAGUE JURIED EXHIBIT

SHOW DATES

February 17, 2015 through March 7, 2015

JUROR

Eric Merrell

A California native, Eric has studied in Philadelphia, California and on location. Merrell graduated from Art Center College of Design in Pasadena, receiving a BFA with honors. Continuing to paint on location, he sought out further study with artists Peter Adams and Daniel W. Pinkham, both known for their use of color and poetry in their work. In 2009, Merrell was selected as one of six artists from around the world for a two-month long Joshua Tree Highlands Artist Residency in Joshua Tree, CA. In July 2010 Merrell presented a solo exhibition at The Forbes Galleries in New York City; the following July he held another solo exhibition at American Legacy Fine Arts (ALFA) in Pasadena, CA. Merrell was elected to Signature Artist Member of the California Art Club in early 2013. He continues to teach workshops throughout California.

**CALL FOR ENTRIES – DEADLINE:
Wednesday, January 21, 2015**

Artwork will be juried using digital images (jpgs) through Online Juried Shows:

<http://www.onlinejuriedshows.com/>

Submitted artwork reflects the artist's interpretation of the theme, "Native Beginnings" –

Use your imagination. Beginnings can start, end or lead us anywhere – real or imaginary.

- There will be a special award given to the artwork which best corresponds with Native Beginnings theme.

ELIGIBILITY The California Art League Exhibit, "Native Beginnings" is open to ALL CAL members and former CAL (or VAG) members.

DROP-OFF

Sunday February 15, 12:00 pm – 2:00 pm

Local artists whose work is juried into the show should hand deliver accepted artwork with entry form attached, to the SFV Arts Alliance Center, 18312 Oxnard St. Tarzana, CA 91356.

Non-local artists whose work is juried into the show must ship accepted artwork to Kenneth Ronney, 7357 Hesperia Ave, Reseda, CA 91335. Tel 818 996-1630, Kronney@aol.com. Contact Ken to schedule delivery date.

Do not under any circumstances use loose Styrofoam "peanuts" to pack artwork. Work packed this way will be immediately rejected when the box is opened.

RECEPTION & AWARDS PRESENTATION

Saturday, February 21, 2015
2:00 pm-5:00 pm

TAKE-DOWN & ARTWORK PICK-UP

Sunday, March 8, 2015
10 am – 12 pm

LOCATION

The San Fernando Valley Arts Alliance Art and Cultural Center,

18312 Oxnard St. Tarzana, CA 91356

REGULAR GALLERY HOURS

Tuesday -- Saturday
11:00 am – 5:00 pm

****Artists whose work is juried into the show are expected to sit the gallery for one 3 hour shift; shift signups at take in. ****

SELECTIONS OF AWARDS

"Native Beginnings" will be juried by **Eric Merrell**.

AWARDS

Awards and prizes will be presented at the Awards Reception:

- First Place \$300
- Second Place \$200
- Third Place \$100
- Native Beginnings Theme Award \$100
- Various Merchandise Awards
- Various Honorable Mentions

ARTWORK SUBMISSION CRITERIA AND CONTENT

Artwork entries must be original and of the artist's own execution, completed by the entrant within the past 3 years, and not previously shown in any CAL (or VAG) Juried Show. **DO NOT SUBMIT** student work, workshop work, paint-along work, copycat work or works which violate copyright laws. Once artwork is submitted it may not be withdrawn by the artist. Accepted artwork must remain hanging until the end of the show.

ARTWORK FORMAT, PRESENTATION & SIZE REQUIREMENTS

Artwork submissions are limited to five (5) original artworks per artist in the following media: drawing, mixed media, painting, photography and sculpture. **Size limits: limited to hanging on a 10' high wall and must fit through a 6'6" high x 6' wide door. Sculptures, same door, and 15 foot height limit.**

All works on paper must be matted, framed and covered with glass or Plexiglas. Frames must be in good condition. Entries must be dry, properly prepared for exhibition and properly equipped with wire for hanging. The wire and eye screws must not show when the artwork is hung. Gallery wrapped canvas does not require framing unless the edges are unfinished. Maximum weight for any artwork is 40 lbs. per piece. Damaged artwork, mats, frames, glass and Plexiglas, and frames which have brackets will not be accepted. Accepted 3D artwork should be accompanied by a pedestal to display the work, as a limited number of pedestals are available.

ENTRY FORM AND FEES

Entries will be made on line to *Online Juried Shows*:
<http://www.onlinejuriedshows.com/>
One or two entries: \$40.00 .
Each entry up to a total of 5 entries is \$5 additional. (So five entries (5) would cost a CAL member \$55.) All CAL members are eligible. Associates juried into this show will become exhibiting members. Former CAL or VAG members may enter this show

only for an additional \$15. Payment is made through Online Juried Shows via credit card or Pay Pal. Fees are non-refundable. There is no guarantee of acceptance into the show.

FORMAT FOR DIGITAL IMAGES (JPGS) AND HOW TO SEND THEM

All entries must be submitted in a digital JPEG format. Crop photo to remove background or take photo on a black background without a mat. Do not take photo through glass or Plexiglas. Image quality is critical: Poor photography and presentation may affect acceptance by the juror. The digital image must represent the painting.

Directions for submitting work to Online Juried Shows is clearly described on the website in several topics listed on the sidebar of the main page:

<http://www.onlinejuriedshows.com/HowToEnter.aspx>

If all else fails, email or call Marian
marian@fortunatifineart.com
(818) 342-4601 for questions.

NOTIFICATION

All members submitting work will be notified of acceptance by EMAIL by February 4th. Send a stamped envelope to Marian Fortunati, 3944 Rock Hampton Dr., Tarzana, CA 91356 **ONLY** if email contact is not available.

RELEASE OF LIABILITY

By signing the Entry Form, the artist acknowledges that all reasonable care will be taken to safeguard the artwork and the premises and said person accepts that CAL and its agents, associates, directors, officers and volunteers, San Fernando Valley Arts and Cultural Center staff and volunteers will not be responsible for any damage, injury, liability loss or theft should any

occur. Insurance for artworks entered in this show is each individual artist's responsibility.

REPRODUCTION OF ARTWORK IMAGES

Any artwork entered in this show may be reproduced for advertising, marketing, and promotional purposes for this show or future shows without consent of or notification to the artist or the artist's agent.

SALES

All sales are final and will be handled by CAL. CAL will NOT receive a commission from sales. The San Fernando Valley Arts and Cultural Center will receive a 30% commission on sales. The artist will receive 70%. All works will remain in the show until the show ends. Any artwork without a sale price on the entry form will be considered "Not for Sale" (NFS) Prices cannot be changed from those stated at submission.

TAKE-DOWN AND PICK-UP

All artwork must be picked up on Sunday, March 8, 2015, between 10:00 am and 12:00 pm.

SHIPPED WORK WILL BE RETURNED IN ORIGINAL BOXES USING THE PRE-PAID RETURN SHIPPING LABEL PROVIDED BY THE ACCEPTED ARTIST.

Please be sure the box is in good enough condition to be accepted by the shipper for the return trip. If it is not, the shipper will require a new box and charge the artist for the box and repackaging.

NO STORAGE IS AVAILABLE. IF YOU CANNOT PICK UP YOUR ARTWORK, PLEASE MAKE ARRANGEMENTS FOR SOMEONE TO PICK IT UP FOR YOU.

EXHIBIT CONTACT:

Marian Fortunati

Email:

marian@fortunatifineart.com

Phone: (818) 342-4601

CALIFORNIA ART LEAGUE
2015 Spring EXHIBIT
"Native Beginnings"

Important Dates:

Application and Artwork Digital Images

Online Juried Shows

Submission Deadline

Wednesday, January 21, 2015

Notification

Artists will be notified of acceptance by email by February 4th .

Hand deliver on February 15, 12 pm -2 pm

The San Fernando Valley Arts Alliance

Art and Cultural Center

18312 Oxnard St. Tarzana, CA 91356

Non-Local Artists Delivery and Drop-off

Ship to Ken Ronney

7357 Hesperia Ave.

Reseda, CA 91335

Tel 818 996-1630

[*Kronney@aol.com*](mailto:Kronney@aol.com)

(Contact Ken to schedule a delivery date)

Do not under any circumstances use loose Styrofoam "peanuts" to pack artwork.

Work packed this way will be immediately rejected when the box is opened.

Exhibit Opens

Tuesday, February 17, 2015

Opening Reception, Awards

Saturday, February 21, 2015

2:00 – 5:00 pm

Take Down and Pick-Up Artwork

Sunday, March 8th, 2015

10:00 am – 12:00 pm



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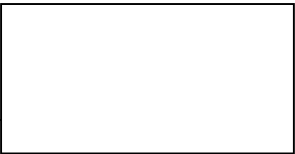
ENTRY FORM / TAKE-IN FORM AND ELIGIBILITY for “Native Beginnings” CAL Exhibition (See Prospectus for complete details)

- Enter digital images of your artwork via Online Juried Shows. Payment of entry fees is through Online Juried Shows by credit card or Pay Pal by deadline date.
- This or some other form with this info should be attached to the back upper right corner of accepted work before shipping or take-in.
- Work must be your own original artwork within the last 3 years, not done under an instructor’s supervision and not exhibited in any previous CAL show.
- Hanging art work must be able to fit through a 6’ wide x 6’6” high door and must not exceed 40 lbs.
- Work must be wired and ready to hang. Wire must be wrapped with tape at end. **No saw tooth hangers.**
- Works on paper must be framed and under Plexiglas or glass (Plexiglas is recommended).
- Frames and wiring must be professional quality and in good condition.
- Artist agrees to permit CAL to reproduce the accepted artwork for CAL publicity and documentation purposes.
- Moving heavy sculptures is the responsibility of the artist. Only limited assistance will be available.

Please Print Clearly (reproduce as needed)

CALIFORNIA ART LEAGUE “Native Beginnings” JURIED EXHIBIT at The SFV Arts Alliance Art & Cultural Center

- Entry A / Entry B /Entry C/Entry D/Entry F (Please circle)
- ARTIST _____
- ADDRESS _____
- EMAIL _____ ZIP _____
- TITLE _____ TEL _____
- MEDIA _____ SIZE (H+W) _____
- INSURANCE VALUE _____ SALE PRICE _____



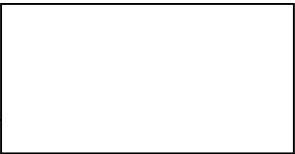
- **THIS TOP FORM MUST BE FILLED OUT & ATTACHED TO UPPER RIGHT BACK CORNER OF ACCEPTED ARTWORK**

• SIGNATURE _____

Please Print Clearly (reproduce as needed)

CALIFORNIA ART LEAGUE “Native Beginnings” JURIED EXHIBIT at The SFV Arts Alliance Art & Cultural Center

- Entry A / Entry B /Entry C/Entry D/Entry F (Please circle)
- ARTIST _____
- ADDRESS _____
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- INSURANCE VALUE _____ SALE PRICE _____



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• SIGNATURE _____