**SHOW DATES**

April 25 to May 13, 2017

**JUROR**

**William Wray**
Bill Wray has lived in California most of his life and studied painting at the Art Students League in New York.

Making his living as a cartoonist who specialized in painted subjects, he spent many years coalescing an eclectic array of art styles, ultimately finding his voice in a contemporized reflection of traditional California regional painting that focus on humble subject matter rarely considered as fine art.

Wray blends traditional skill sets of realism and the sheer energy of abstract expressionism in an ongoing evolution to find the balance between two seemingly unrelated styles. Wray has challenged himself to create a brand of realistic expressionism he hopes to use a bridge into the customarily circumspect contemporary art world.

**CALL FOR ENTRIES – DEADLINE:
Wednesday, March 22, 2017**

Artwork will be juried using digital images (jpgs) through Online Juried Shows: [http://www.onlinejuriedshows.com/](http://www.onlinejuriedshows.com/%20%20%20) **Submitted artwork reflects the artist’s interpretation of the theme, “Whimsy” –** We are looking for artwork which reflects our hope that you will have some fun with this theme. Be creative. Make the ordinary extra-ordinary. Look at your work differently and show us your best work for this annual international OPEN exhibit. Remember CAL’s themes are only a step-off point to challenge you into new and interesting directions.

**ELIGIBILITY** The California Art League Exhibit, “Whimsy” is open to all CAL and to non-CAL entrants who wish to share their best work.

**DROP-OFF/ TAKE-IN**

Monday, April 24, 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 San Fernando Valley Arts & Cultural Center

18312 Oxnard St. Tarzana, CA 91356

**SHIPPING INFORMATION FOR OUT-OF-THE-AREA ARTISTS**
Non-local artists whose work is accepted may ship their artwork to Kenneth Ronney for delivery to the exhibit at the SFVACC. Schedule shipping to arrive on or before Wednesday April 19, 2017.

**On all shipments**, include Ken's phone, 818-996-1630 and e-mail, Kronney@aol.com. You **MUST** include a prepaid return shipping label or check made out to CAL for return postage.

 **If using US Postal service**, ship to Kenneth Ronney, 7357 Hesperia Ave, Reseda, CA 91335.

**For Fed Ex,** ship to K. Ronney, C/O Fed Ex Office Print & Ship Center, 9000 Tampa Ave, Northridge, CA 91324.

**If Using UPS**, ship to K. Ronney, 7357 Hesperia Ave, Reseda, CA 91335

**Do not ship directly to San Fernando Valley Arts & Cultural Center**. No one there is part of the show take-in process.

Contact Ken with shipping information, tracking number.
**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, April 29

3:00 to 5:00 pm

**TAKE-DOWN & ARTWORK PICK- UP**

Saturday, May 13

4:00 – 6:00 pm

**LOCATION**

San Fernando Valley Arts & Cultural Center

18312 Oxnard St. Tarzana, CA 91356

**REGULAR GALLERY HOURS**

Tuesday -- Saturday

11:00 am –5:00 pm
**\*\*Local 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**
Awards for “Whimsy” will be juried by **William Wray.**

If his schedule allows, he will select the awards in person after artwork has been delivered.

 **AWARDS**

Awards and prizes will be presented at the Awards Reception:

BEST OF SHOW $600
First Place $400

Second Place $300

Third Place $200

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, photographs and digital art, mixed media and painting and sculpture. 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 10 lbs. per foot of lineal width. Damaged artwork, mats, frames, glass and Plexiglas, and frames which have brackets will not be accepted.

 If your work has special details that your primary (overall) image cannot properly display, you may enter the work as a 3D work instead.  Then you can include 1 or 2 supplemental images of details to show these special qualities.  The other information about size and medium will clearly indicate it is really a 2D work, so there will not be any ambiguity about what it actually is."
*Artwork which involves motion is difficult to show properly on OJS so brief video clips of said artwork can be sent via email to Marian at:**marian@fortunatifineart.com*

**ENTRY SIZES AND FEES**

Entries will be made on line to *Online Juried Shows*: [http://www.onlinejuriedshows.com/](http://www.onlinejuriedshows.com/%20%20%20)

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 an 8’ high wall and must fit through a 6’6” high x 36” wide door. Sculptures, same door, and 15 foot height limit (no weight limits, but sculptor must move work). There is one 18’ wide x 10’ high space for extra-large works. Contact Marian if your piece is wider than 8’.**

One or two entries: $40.00 for CAL members in good standing and $55 for non-CAL members.
Entrants may enter additional artwork for an additional $5 each up to a total of 5 entries. Payment is made through Juried Online Shows via credit card or Pay Pal. Fees are non-refundable. There is no guarantee of acceptance into the show.

Entrants whose work is juried in to this show will be considered “exhibiting members” and will be eligible to submit work for acceptance in all future  CAL shows.

**FORMAT FOR DIGITAL IMAGES (JPGS) AND HOW TO SEND THEM All entries must be submitted in a digital JPEG format.** Take with a digital camera on a black background without a mat and not through glass. 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 Juried Online Shows is clearly described on the website in several topics listed on the sidebar of the main page:**

[**http://www.onlinejuriedshows.com/HowToEnter.aspx**](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 March 29th. 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 & 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 at the venue. The San Fernando Valley Arts & 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

Saturday, May 13 between

4:00 and 6:00 pm.

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

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
 2017 International Open Show EXHIBIT***

 ***“WHIMSY”***

 ***Important Dates:***

***Application and Artwork Digital Images***

***Online Juried Shows
 Submission Deadline***

*Wednesday, March 22, 2017*

***Notification***

*Artists will be notified of acceptance by email by March 29, 2017.*

*Hand deliver on Monday, April 24th 12 pm- 2 pm*

***The San Fernando Valley Arts & Cultural Center***

***Non-Local Artists Delivery and Early Drop-off***

*Ship to Ken Ronney*

*And notify him as described in body*

*of prospectus*

*Tel 818 996-1630*

*Kronney@aol.com*

*(Contact Ken to schedule a delivery date)*

***Exhibit Opens***

*Tuesday, April 25, 2017*

***Opening Reception, Awards***

*Saturday, April 29, 2017*

*3:00 – 5:00 pm*

***Take Down and Pick-Up Artwork***

*Saturday, May 13, 2017
4:00 pm – 6:00 pm*

***Artwork Pick-Up***

*Friday, June 5, 9 am-11 am*

**ENTRY FORM / TAKE-IN FORM AND ELIGIBILITY for “Whimsy” 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.
* Copy and attach the form 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 not counting the frame must not exceed 20 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.
* *Please Print Clearly (reproduce as needed)****CALIFORNIA ART LEAGUE “WHIMSY” JURIED EXHIBIT at the SFV Arts & Cultural Center***
* Entry A / Entry B / Entry C / Entry D / Entry E (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 “WHIMSY” JURIED EXHIBIT at the SFV Arts & Cultural Center***
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* ADDRESS\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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* TITLE \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ TEL \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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