

Visual Art

Art Exhibition and Fair

BLAST

Overview

- 16-24 artists for 2-day juried fair
- 10x10 booths
- 2-week curated gallery exhibition of artwork from selected artists
- \$1000 Best of Show prize
- People's Choice Prize (up to \$2000)

Calendar

April 11	Entry deadline
May 1	Selected artists notified
Aug 18-22	Work for gallery exhibition received
Aug 26	Gallery opens
Sept 5	Reception
Sept 6	Art Fair opens
Sept 7	Fair and exhibition conclude

EVENT SUMMARY

Appropriateness of work for potential purchase and display in a space owned by the City. While the City has no preconceived notions about the merits of different forms of artwork, its status as a public agency does mean it does not have the same latitude in evaluating artistic aesthetics as a private art gallery. As this is a City-sponsored event, and since any pieces in the event could potentially be purchased by the City for its public art collection, jurors will be required to evaluate the form and content of submitted artwork to ensure it would be in accordance with the City's expectations for display in a public space. (Examples of inappropriate work would include, but are not limited to, pieces that are sexually explicit, highly graphic, or potentially offensive in nature.)

The City of Reno is seeking artists for Visual Art BLAST, a unique visual arts event in Reno consisting of a juried art fair and curated gallery exhibition. This event will recognize and support excellence in visual arts and offer artists a venue for promotion and sale of their work. A total of 16-24 artists will be selected to participate. The event is comprised of an art fair on September 6 and 7, 2014, in conjunction with a curated exhibition in an adjacent gallery space which will open on August 26 and run through September 7, with a reception on Sept 5. The exhibition will feature artwork from artists participating in the fair. The entry fee is \$50 and \$10/display table.

AWARDS

A Best of Show Artist prize of \$1000 will be awarded based on juror selection. In addition, at the conclusion of the show the City of Reno will purchase one piece from a participating artist for its public art collection (up to \$2000 in value). The purchase will be determined by the public through a popular vote.

SELECTION CRITERIA

All artists working in two- or three-dimensional media are invited to submit applications to participate. Artists will be judged on samples of their work (submission process outlined below). There are no restrictions on mediums of artwork that will be considered. In evaluating artists for participation, jurors will consider the following criteria:

Overall quality of work. Artists must demonstrate they have a sufficient amount of high quality original artwork available for sale and that they are capable of presenting such work in a professional manner. (The City will provide tents and tables [\$10 fee per table] to artists, but it is expected that each artist will bring all other necessary materials for appropriate display of their work.)

Suitability of artwork for sale at an art fair venue. Note that as part of their submission, artists may also include work that might not necessarily be suitable for an art fair, but would be suitable for display in a gallery environment (e.g. very large or more expensive pieces). It is recommended that if included in the artist's submission, such work should be consistent with the general style of the artist's overall body of work.

ARTIST EXPECTATIONS

To be considered, artists must be able to attend and display their work for sale at the art fair on September 6-7 from the hours of 10am-5pm each day. Artists chosen to participate in the fair may also have pieces from their submitted work selected for inclusion in a gallery exhibition which will open two weeks prior to the fair, and will run through the closing of the fair. Artists must be able to provide for the delivery of their piece(s) selected for the gallery exhibition within the specified dates. Any work included in the gallery exhibition which has not been sold must be picked up by the artist at the conclusion of the fair; unless other arrangements are made in advance, any uncollected works will be assumed to be donations to the City.

SUBMISSION PROCESS

Deadline for entries is April 11, 2014. Prospective artists should provide the following:

- A brief statement describing your artwork
- An artist's resume
- A portfolio representative of work you will offer for sale during the fair which contains information on media, scale, titles if applicable, and anticipated prices. The portfolio should contain an image inventory substantial enough to provide jurors an understanding of the style and range of work you will have.
- Portfolios may be submitted as pdf files via email (please limit the file size to 10mb); or mailed as jpg files on CDs or flash drives.
- For mailed entries please provide two copies of all requested materials. (Note: mailed entries will not be returned.)
- A description of how you anticipate displaying your work in a booth..

Send questions and e-mail entries to:

feyc@reno.gov

Send CD/flash drive entries to:

Christine Fey, City of Reno, McKinley Arts & Culture Center, 925 Riverside Drive, Reno, NV 89503