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Entry Checklist

Incomplete submissions will not be accepted.

- _____ 1. Artist Application Form
- _____ 2. Digital Images
- _____ 3. List of Images
- _____ 4. Resume
- _____ 5. \$20.00 Fee
- _____ 6. SASE

**Mail to: Herberger Theater Center
Exhibition Entries
222 East Monroe
Phoenix, AZ 85004**

How did you hear about the Herberger Theater Center's Call To Artists?

**For more information, please visit
www.herbergertheater.org**

The Herberger Theater Center is a non-profit organization whose mission is to support and foster the growth of performing arts in Phoenix as the premier performance venue, arts incubator and advocate.

Phoenix Performing Arts Center, Inc.
HERBERGER
THEATER CENTER
222 E. Monroe Phoenix, AZ 85004

HERBERGER
THEATER CENTER
ART GALLERY

CALL TO ARTISTS PROSPECTUS

**Theme for 2010
FELLOW HUMANS**

2010 Exhibitions

THE SACRED & THE LIVING
May - July 2010

THE DANCE OF LIFE
November - December 2010

It is our belief that, from the beginning of time, art expressed what differentiates humans from animals. Because it is a reflection on who we are and how we belong in the world, art helped transform primal fears into a rainbow of emotions. By inventing beauty over the often grim face of reality, art creates the mirror image of our sacred being.

During 2010, our art exhibits will focus on the timeless connection between art and the human form.

**Postmark Deadline
April 1, 2010**

CALL TO ARTISTS

Mission Statement

The Herberger Theater Center's Art Gallery is a self-funded exhibition program seeking to promote contemporary art by artists throughout Arizona.

Submission Requirements

- ♦ Open to artists residing in Arizona, 18 years and older.
- ♦ Work must be available for exhibition and must be for sale. Once selected, no substitutions will be accepted. Artwork will remain on display for the term of the exhibit.
- ♦ Work must range in price from \$100-3,000 per piece. The Herberger Theater Center receives a 30% donation from all artwork purchased. Please consider this carefully when pricing work, as prices listed on application cannot be changed once selected. Artwork is insured for duration of exhibit. Sculptors wishing to exhibit models intended for casting are encouraged. Gallery commissions for such models will be based on the sale of that design and not the sale price of casting. Sculptors are responsible to buyers for their own casting agreements.
- ♦ **Original artwork in all media, 2- and 3-dimensions.** Submitted artwork must have been created within the past FIVE years. Monoprints, lithographs or giclee prints in limited edition (less than 50) are accepted.

Selection Process

The Guest Curator for the 2010 season is Michel Sarda. Work is selected using a blind jurying process, and the selection jury will consist of artists from various disciplines. Adequacy to the theme is criteria #1 in judging the submitted art. Other criteria include Originality and Quality of Execution.

Exhibition Themes

THE SACRED & THE LIVING

May - July 2010

This Exhibit held at the University Club Phoenix

Through their perception of the world and its many mysteries, and the discovery of their own specificity, humans have developed early on a sense of sacredness. In their own language, cultures have translated the sacred into art (temples, cathedrals, frescoes, totems, etc.), relating life to a higher purpose. Artists are invited to explore forms of expression celebrating the sacredness of the living.

THE DANCE OF LIFE

November - December 2010

Through dance, movement and grace express human self-understanding at its best. Life becomes art. Artists will focus more on the spirit of dance in its many forms than on the personality of the dancer(s).

How To Apply

One application per artist; eligible for jurying in both exhibits.

Please submit the following:

1) Artist Application Form

Name _____
Address _____
City _____ Zip _____
Phone (day) _____ Phone (eve) _____
Email _____

I agree to the terms and conditions listed in this prospectus.

Signature _____

2) Digital Images

Each artist may submit up to TEN jpeg digital images (72 dpi, 10"x10" RGB max) submitted on **one** PC-compatible CD. Each image **must** be labeled with: name and number of the artwork corresponding to the List of Images on the entry form and the last name of the artist (example: 1.Title-Smith.jpg). **Do not include images which are not submitted for consideration by this jury. Slides or printed images will NOT be accepted.**

3) List of Images

Identify digital images submitted by **number, title, date, medium, price, image size** (HxWxD) and **size framed**. Optional - a personal statement (50 words max) may also be included in relation to each submitted artwork. Attach statement to your CD in MS Word format with clear title and reference number of the associated image.

4) Resume

A brief (no more than two pages) resume or bio. Mention other exhibitions of your work - when and where, solo or collective. Also note if your submitted artwork has previously been exhibited, and if so, where and when.

5) Fee

A \$20 non-refundable fee for up to ten images must accompany each entry form. Make check or money order payable to **Herberger Theater Center**.

6) SASE

Enclose a SASE for return of images. Material submitted without SASE will not be returned.

Incomplete submissions will not be accepted. Completed entry packets must be postmarked or hand-delivered to the Box Office (open Mon-Fri, 10am-5pm) by April 1, 2010. **Please do not call the Herberger Theater Center for results; applicants will be notified.**

Postmark Deadline - April 1, 2010

List of Images

1. Title / Date _____
Medium _____ Price _____
Size: Image _____ Size: Framed _____
2. Title / Date _____
Medium _____ Price _____
Size: Image _____ Size: Framed _____
3. Title / Date _____
Medium _____ Price _____
Size: Image _____ Size: Framed _____
4. Title / Date _____
Medium _____ Price _____
Size: Image _____ Size: Framed _____
5. Title / Date _____
Medium _____ Price _____
Size: Image _____ Size: Framed _____
6. Title / Date _____
Medium _____ Price _____
Size: Image _____ Size: Framed _____
7. Title / Date _____
Medium _____ Price _____
Size: Image _____ Size: Framed _____
8. Title / Date _____
Medium _____ Price _____
Size: Image _____ Size: Framed _____
9. Title / Date _____
Medium _____ Price _____
Size: Image _____ Size: Framed _____
10. Title / Date _____
Medium _____ Price _____
Size: Image _____ Size: Framed _____