

A Photographer's Path 13

Fine Art Photography Exhibit at High Falls Art Gallery In partnership with Community Darkroom of Genesee Center for the Arts and Education

EXHIBIT at High Falls Art Gallery March and April 2010

Drop off week February 10-14, 2010 (Wed-Fri 10am-5pm , Sat 12-6pm, Sun 1-5pm)
Opening March 21, 2010 Sunday 3-6pm
Last viewing day April 30, 2010 Sunday 1-5pm
PICK-UP Saturday May 1 (Noon-6pm) and Sunday May 2 (1-5pm)

Juried exhibit for all local area photographic artists. All techniques are welcome including film, digital, specialty cameras, mixed media where original photographic images are emphasized. White or off white mats only, black professional grade metal frames only. Minimum image size 11"x14". Exceptions made only when integral to the presentation. You may submit 1-3 pieces, \$15 entry fee per artist. \$10 Late fee will apply after February 17, 2007. **PLEASE DO NOT PUT NAMES OR TITLE ON YOUR MATS UNTIL AFTER COMPETITION.**

FILL IN REQUESTED INFORMATION BELOW

Name with EXACT spelling for gallery tags _____

Address _____

Home Phone _____ Work phone _____ Cell phone _____

Email address _____

Web site _____

Where can more work be seen? _____

Work Place and Address _____

Work title _____

Title, #1 _____

Technique and/or materials _____

Price (including 25% gallery commission) _____

Short description of work _____

Frame type and finished size _____

Title, #2 _____

Technique and/or materials _____

Price (including 25% gallery commission) _____

Short description of work _____

Frame type and finished size _____

Title, #3 _____

Technique and/or materials _____

Price (including 25% gallery commission) _____

Short description of work _____

Frame type and finished size _____

Work displayed at the Center at High Falls, a City Visitor Center and NYS Heritage Area, is selected for enjoyment by all age groups. Acceptance of artwork is not a guarantee of its exhibition. I understand that High Falls Art Gallery carries no insurance on temporary exhibitions and is not liable for damage or loss during exhibition. I accept conditions of exhibition including adherence to drop off and pick up dates.

Your signature _____

I authorize the gallery to remove work from the show if the buyer is an out of town visitor.

Your signature or initials _____

For Office Use Only Form _____ Art _____ Fee _____

Frequently asked questions about *A Photographer's Path*.....

Will I need slides or photos of my work? No. This show is judged from actual work. Bring each of your entries framed and ready to hang (one, two or three images) on any of the drop off days, with your entry form and fee. If you don't have an entry form, allow extra time to fill one out when you arrive at drop off. We are open **Wed-Fri 10-5pm, Sat 12-6pm, Sun 1-5pm.** (We accept cash or checks made out to the High Falls Gift Shop.)

Who juries the show and how? The jury is a panel of 3-6 local art experts. Past judges have included curators, accomplished artists, gallery directors, art or photography professors, commercial photographers, and photography patrons. Each juror considers every image, and assigns the image a score of 3 through 10. Scores are totaled and the highest ranking images are placed in one gallery (approximately 35-40 pieces based on space available and the break in scores.) The main gallery is filled with selections from the remaining collection. At least one image from each submitting artist is displayed. If entries overflow, areas adjacent to the gallery will be used.

Can I learn my scores and any comments by the judges? Yes, whenever possible, based on time constraints. Please request your scores by email for easier processing.

Why must images be presented in white mats and black pro-quality frames? This is standard for photography competitions and levels the field of the broad range of submissions. Insisting on a frame standard means the judges concentrate on the image first. Similar framing gives the whole gallery a clean appearance. Viewers stay longer, and enjoy their visits most when the gallery looks its best. Wood frames, brightly colored frames and mats, all can call attention unfairly to particular images. They also slow down the installation process by limiting options where certain photos can be placed.

Why shouldn't I sign and/or title my mat or my image? This exhibit is a competition. We strive to be as fair as possible to each and every artist. Judges aim for objectivity and artist anonymity helps. Name recognition can influence a jury, even unintentionally. Names can call unfair attention to particular images. Artists who sign their mats will be asked to re-submit their work or will have their names covered which can affect viewing the image space. After judging is finished, artists may return to the gallery to sign their mats if they desire.

Why an 11" x 14" minimum image size? Will an 8 x 10" image be rejected? Again, this is a competition where we want to keep the level of quality above "snapshots." We challenge our artist community to submit their best work. An 11x14" image, a standard competition size, shows the artist has made a true commitment to exhibit the entry. A smaller image won't be immediately rejected for size, but must carry the weight/merit of a larger image. Exceptions for size and framing are made at the discretion of the exhibition committee.

What is the theme of the show? Subject matter is open. We look for fresh original perspectives. Common themes, even the most beautiful sunsets you've seen, will likely score lower because they are seen so frequently.

Do I have to submit "new" images? Images previously displayed at High Falls (in any show at any time) will not be accepted. We prefer images that will not be familiar to the audience, so you may be asked where and when your entries have been shown already.

Can I volunteer and participate in installation? We often need help during installation, and during the openings. It's a great way to enhance your exhibit experience! If you have 2 hours or more to spare, call first, then drop by.

What is Studio 789? A photography program for youth artists at Wilson Junior High School sponsored by our Photo Path partners at Community Darkroom (Genesee Center for the Arts and Education.) 789'ers participate in *A Photographer's Path* as a part of their classroom experience. High Falls Gallery helps support this program.

If you have other questions, please call Sally Wood Winslow at High Falls 325-2030 or

Sharon Turner at Community Darkroom, 271-5920