

PROSPECTUS: THE COFFEE GALLERY – 2010 - MONTHLY ART EXHIBITS

The Coffee Gallery
2029 N. Lake Avenue
Altadena, CA 91001
(626) 398-7917

The Coffee Gallery is accepting submissions from Southern California artists for the 2010 calendar year for monthly exhibits in the main room and conference room. Each month one artist will have their work on exhibit in both of the rooms, OR one artist will exhibit in the main room, and another artist will exhibit in the conference room. Artists must have enough pieces to “fill” at least one of the rooms. The main room is approximately 46 feet in total width. The conference room is approximately 20 feet in total width.

MEDIA: All “hangable” work will be considered in every media. No freestanding pieces will be considered. Maximum height of work (Including frame) cannot exceed 40 inches. No sexually explicit or violence oriented works will be considered.

ELIGIBILITY: Participation is open to all artists residing in the Southern California area. Entries must be original work executed within the last 5 years. High quality, framed prints of original work will also be eligible. ***Do NOT submit work unless hand delivery and pick-up of the artwork is possible.*** Artist will be required to install artwork with the help of the Curator on the 1st day of their show month.

PRESENTATION: All works accepted for submission must be ready for hanging at time of show. Works on paper must be framed in a professional manner. The entries must match the images/style of images submitted with the application. If the artist arrives on installation day with artwork that is different than the agreed upon pieces, installation will **NOT** occur.

FEE: A \$30.00 non-refundable fee must accompany the submittal form. A maximum of 5 works may be submitted. Mail CD, signed application, a self-addressed stamped envelope and a check made payable to The Coffee Gallery to: **The Coffee Gallery, 2029 N. Lake Avenue, Altadena, CA 91001, ATTN: Curator.**

IMPORTANT: In the “memo” section of the check write “artist application fee.”

IMAGES: Submit a CD with 5 examples of artwork in JPEG format only. We will not accept TIF, PDF, PowerPoint, Photoshop files or iPhoto folders. The image files must not exceed 2 MB each and should have a maximum image size of 2400 x 3000 pixels and 300 DPI. Do not submit images by e-mail. File names must follow this format: List#TitleDate_Yourlastname. Please legibly write your name on the CD.

RULES OF ACCEPTANCE: Some artists will be accepted based on their CD submissions. Other artists will be asked to meet directly with the Curator with examples of their artwork (size allowing) in order for the Curator to get a better idea of the artist’s work. The artists whose works are accepted after these meetings will each receive a final letter of acceptance in the mail.

SALES: Unless specified “NFS,” all works will be offered for sale. If the price is not indicated, the piece will be considered NFS. All artwork will be considered to be on consignment with The Coffee Gallery. The Coffee Gallery will receive a 30% commission on all sold artwork. Payment to the artist will be mailed within 14 days of the end of the show. Prices quoted on the consignment agreement may not be changed once show has been installed.

LIABILITY: Utmost care will be taken in handling the work at The Coffee Gallery, but neither The Coffee Gallery, nor the Curator assumes responsibility for loss or damage, however caused, while artwork is in The Coffee Gallery’s possession or in transit.

The Coffee Gallery
2029 N. Lake Ave., Altadena, CA 91001 Phone: (626) 398-7917
Contact Information: Katherine Carvellas (Curator) E-mail: kcn2cats@yahoo.com

The Coffee Gallery
Application for 2010
Monthly Art Exhibits

Please print or type. The information must be legible.

Name _____

Address _____

City _____ State **CA** Zip _____

Phone _____ E-mail _____

List #	TITLE	MEDIA	SIZE H x W x D	Price
1.				
2.				
3.				
4.				
5.				

Signed: _____ Date: _____

Artist

Signature denotes acceptance by artist of prospectus conditions.

The Coffee Gallery Application Calendar

October 1, 2009: Deadline for receipt of signed entry form, CD, application fee and a self-addressed stamped envelope.

November 1, 2009: Mailing of acceptance and tentative acceptance letters. Only those accepted or being considered for acceptance will receive notice. **Exhibit schedule will be based on the order in which the accepted applications were received** and a cooperative effort between the artists and the Curator. All shows will begin on the first of each month and end on the last day of each month.

November 7, 2009: Meetings between Curator and "tentative" candidates will begin.

December 1, 2009: Mailing of final acceptance letters.

Please initial the items below. **SUBMISSIONS MUST INCLUDE THE FOLLOWING:**

___ Completed and signed submission form

___ CD of works

___ Submission fee (payable to The Coffee Gallery/ Memo: Artist Application Fee)

___ Self-addressed stamped envelope

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