

PROSPECTUS

ESSENTIAL ELEMENTS: EARTH, WATER, WIND, AND FIRE

The Annual Sacramento Photography Month Open Juried Exhibit

Entry Deadline: February 12, 2023

Exhibit: April 5, 2023 - May 6, 2023

“Painters understand nature and love her and teach us to see her.”

Vincent Van Gogh

OPEN CALL FOR ENTRIES

Through the ages, the ancient Greeks and other cultures believed that the material world was comprised of four essential elements: earth, water, wind, and fire. Today, modern science nolonger supports the idea of the essential elements. Instead, science has adopted an atomic theory comprised of the atoms of the periodic table. Nevertheless, the influences of the belief in the essential elements can be seen throughout historical areas of science, philosophy, religion, art, and medicine. As an example, the astrologic signs of the zodiac are aligned with the four essential elements.

Essential Elements is the opportunity for photographers to explore a vast universe of imagery on the practical, symbolic, psychological and aesthetic level. Your challenge is to depict one (or more) of these classic elements in an image that illustrates its presence in our contemporary world. Your art, whether lyrical or bold, colorful or muted, representational or abstract should reveal compelling aspects of earth, water, wind, and fire, individually or in combination.

Essential elements: Earth, Water, Wind, and Fire is a national Open Call for participation for both members and non-members of Viewpoint Photographic Art Center. Viewpoint invites your creativity and craftsmanship in exploring this ancient concept. We hope you will accept the challenge.

AWARDS

First Place - $750

Second Place - $500

Third Place - $250

Curators’ Award - $100

Two Honorable Mentions - $100

JUROR INFORMATION

Terry Nathan is a professor in the Art/Science Fusion program at the University of California, Davis. He is both a photographer and a photography educator. His academic interest focuses on bridging art and science through photography. His subject matter presently includes architecture, landscape, documentary, and art/science fusion. Nathan has a long-standing relationship with Viewpoint Photographic Art Center. He has served on the Board of Directors, led recurring workshops on Composition Principles and Photography Critique, and ~~he~~ has exhibited his work~~.~~ Hehas been a judge and juror for art exhibitions, led on-site landscape workshops in Texas, Lassen Volcanic National Park and the Sierras, given lectures on landscape photography and principles of photographic composition at the Crocker Museum and other organizations. His photographs, essays and articles have been published in numerous journals. He is uniquely qualified to serve as the judge for this open call exhibition, Essential Elements: Earth, Water, Wind, and Fire. More information is available at his website: www.terrynathanphoto.com.

ENTRY FEES

1 Image - $25

2 Images - $35

3 Images - $45

Upload your image submission(s) to [www.viewpointphotoartcenter.org](http://www.viewpointphotoartcenter.org) under Call for Entries using EntryThingy. Deadline for entry is Sunday, February 12, 2023, at 11:59 pm.

SPECIFICATIONS FOR ENTRY

1. Download the Prospectus; it will NOT be available online after the Call ends. If your work is accepted for the exhibit, you will need a printed copy of the Print Identification Sheet which is the last page of this Prospectus and the requirements described below.
2. The maximum print size including the mat is 18 x 24 inches. Square images can be a maximum of 20 x 20 inches. For prints not presented in traditional gallery mats (e.g., prints on aluminum), the maximum overall size is 18 x 24 inches.
3. Prepare the digital file(s) to the following specifications:

* File type: jpeg format
* Color space: sRGB
* Image Quality: High
* File size: Less than 2 MB (1024 pixels on longer side dimension at 72 dpi)
* File Name: Descriptive image title without your name. For example: dinnerwithandrek.jpg .

File name should not contain your name, capitals, spaces, or any of these special characters !#%^@+,;:=() or periods other than the one before the file extension (jpg). Hyphens and underscore are okay. Do not watermark the image.

1. Upload your submission(s) online through the Viewpoint website Exhibits>Call for Entries using EntryThingy. If you have not used EntryThingy before, the link How to Use EntryThingy is on the web page with the Prospectus
2. In EntryThingy under Description of Work include the following information for each image submission:

* Title of Print
* Title of Print for printed gallery label if different from online title
* Photographic medium of the print
* Mat size, measured in Width by Height (For example: 11 inches wide by 14 inches high)
* Image size, measured in Width by Height (For example: 8 inches wide by 10 inches high)
* Total number of prints available for purchase including the exhibited print
* Purchase price or Not For Sale (NFS) – a $75 minimum for the sale price is recommended

1. Upload jpeg image file(s) to Entrythingy. The jpeg thumbnail file(s) will be used for judging and for Viewpoint’s online gallery and sales. Judging is anonymous. Do not sign your thumbnail image.
2. The entry fee must be paid at the time your entry is completed on EntryThingy. The entry fee is non-refundable.
3. All images will be juried as submitted in electronic format. The decisions of the juror and Viewpoint are final.
4. Submissions deadline is Sunday, February 12, 2023, at 11:59 pm PT.
5. Email any questions to or Bob Bonar ([rbonar@surewest.net](mailto:rbonar@surewest.net)) or Rebecca Gregg ([rebeccagregg@att.net](mailto:rebeccagregg@att.net)) with ESSENTIAL ELEMENTS in the subject heading.

ENTRIES ACCEPTED FOR EXHIBITION

1. You will be notified via email by February 27, 2023, if your work is accepted for *ESSENTIAL ELEMENTS: Earth, Water, Wind and Fire*
2. The maximum size for a print with a mat is 18 x 24 or 20 x 20 inches square. For prints not presented in traditional gallery mats (for example, prints on aluminum), the maximum overall size is 18 x 24 inches.
3. Viewpoint will provide acrylic glazing for matted prints in the following sizes: 8x10, 9x12, 11x14,16x20,18x24 and 20x20. If you use a different-sized mat, you must provide acrylic glazing of the same size at the time of print delivery.
4. Submitted work(s) should meet professional presentation standards. Only use archival materials and methods. **Do not frame your print(s). No framed work will be exhibited.**
   1. For matted prints, a white over mat is preferred. Hinge the mat and backing board with acid-free tape and mount prints on the backing board with corners, tape, or dry-mount tissue. Avoid foam core backing. Due to the display method used by Viewpoint, total thickness should not exceed 3/16 inch (4 mm).
   2. Alternative presentation styles, such as images printed on aluminum, canvas, or acrylic are also acceptable.
5. Label the reverse side of each print with your name and title of the image. Place the matted print (or alternative medium) in a sleeve or appropriate protective material. Do NOT seal the sleeve. Include the Print Identification Sheet (see last page of this Prospectus) inside the sleeve of each accepted print.
6. Deliver prints to Viewpoint between March 1 – 18, 2023.

a. In-person deliveries must be made during gallery hours.

b. If mailing the print entry, the artist/owner of the image submitted is solely responsible for the cost, care, protection, and insurance of the artwork during shipment to and from Viewpoint. Prints shipped to Viewpoint must be received during the designated submission period of March 1 - 18, 2023. Late arriving entries will not be accepted unless prior arrangements have been made. The shipping address will be sent to all accepted entrants.

1. Unsold images can be picked up from Viewpoint Gallery beginning May 10 through June 10, 2023, during gallery hours. Work submitted with return shipping will be shipped by May 20, 2023. Any work not retrieved by August 5,2023 becomes the property of Viewpoint.

**CONTRACTUAL INFORMATION**

1. You must be the creator and owner of the copyright for all images you submit. You will retain copyright of all images, but you are permitting Viewpoint Photographic Art Center to displayimages on our website and use them to publicize and promote *ESSENTIAL ELEMENTS: Earth, Water, Wind, and Fire* for no extra fees or royalties. Publicity use may include, but is not limited to, publication in any printed materials, advertisements, catalogs, and electronic media, including Viewpoint's website.
2. Artwork submitted for *ESSENTIAL ELEMENTS: Earth, Water, Wind, and Fire* must be created by the person entering the photographic image/artwork and the artist shall be responsible for all appropriate permission(s) for the use and sale of the image submitted.
3. Final acceptance of entries in *ESSENTIAL ELEMENTS: Earth, Water, Wind, and Fire* is at the Curatorial Committee’s discretion after viewing the prints. If a print does not match the appearance of the submitted image file, or if the print quality or presentation is not suitable for exhibition, Viewpoint may request a correction or may decline to exhibit the print.
4. For prints that sell, Viewpoint will split the purchase price the artist with 50% to the artist and 50% to Viewpoint Photographic Art Center. Checks for the artist’s portion will be mailed 30 days after the close of the exhibit.
5. Any disputes over an image will result in the image being removed immediately from the gallery.
6. As the artist, you are solely responsible for the cost, care, protection, and insurance of your artwork during shipment to and from Viewpoint. Artwork or accessory submitted for this show will be treated with the utmost care, but Viewpoint’s responsibility and liability arising from or connected with damage, loss, carelessness, fire, theft, or any other cause whatsoever is limited to the artist’s commission (50%) of the retail value of the work submitted.
7. Multiple copies of images/work will be sold by Viewpoint only if the artist agrees to deliver finished prints to the gallery within two weeks of the exhibit’s conclusion. The gallery will then fulfill the orders. Unsold exhibited prints must be picked up between May 10 – June 10, 2023 (unless shipping has been arranged).
8. Any work exhibited in *ESSENTIAL ELEMENTS: Earth, Water, Wind, and Fire* that isnot retrieved by August 5,2023 becomes the property of Viewpoint Photographic Art Center. Artwork submitted with return shipping will be shipped by May 20.
9. Upon submitting your image(s), you are declaring that your submission(s) meet Viewpoint’s guidelines and that you are agreeing to these terms.

**CALENDAR**

**ESSENTIAL ELEMENTS: EARTH, WATER, WIND, AND FIRE**

April 5 – May 6, 2023

February 12 Deadline for Submission on EntryThingy

February 27 Announcement of Accepted Entries

March 1 – 18 Delivery of exhibit-ready prints to Viewpoint

April 5 – May 6 Exhibit dates

April 5 Gallery and online exhibits open. Awards announced

April 8 Second Saturday Reception. Viewpoint Gallery 4 pm – 7 pm

April 16 Third Sunday Reception for Artists, Members and Friends

Viewpoint Gallery 1 pm – 4 pm

May 6 Final day of gallery exhibit

May 6 – June 4 Online gallery exhibit continues

May 10 – June 10 Artists pick up unsold prints from Viewpoint during

gallery hours

**THANK YOU FOR SUPPORTING VIEWPOINT PHOTOGRAPHIC ART CENTER**

***ESSENTIAL ELEMENTS: Earth, Water, Wind, and Fire***

**Print Information Sheet**

**PRINT NUMBER** (For Viewpoint Staff Only**)**

**ARTWORK INFORMATION**

|  |  |  |
| --- | --- | --- |
| Print Title |  | |
| **For Vertical Images Only:** Online Print Title (29 character max) |  | |
| Photographic Medium  (circle one) | Gelatin Silver Inkjet Print  Alternative Process: (specify)  Other: (specify) | |
| Sale Price or NFS (Not for Sale) | $ | $75 is the minimum price on prints for sale in the gallery |
| **Total** Number of Prints For Sale | 1 2 3 4 | |
| Image Size  Width x Height | \_\_\_\_\_ (W) x \_\_\_\_ (H) inches | |
| Mat Size | \_\_\_\_\_ (W) x \_\_\_\_\_ (H) inches (Vertical mat)  \_\_\_\_\_ (W) x \_\_\_\_\_ (H) inches (Horizontal mat) | |

**ARTIST INFORMATION (Please Print)**

Artist Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Return Mailing Fees and Materials Submitted \_\_\_\_\_\_(Y/N)

Mailing Address for shipped image:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone Number with Area Code: (\_\_\_\_ )\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**VERIFICATIONS**

As an entrant of **Essential Elements: Earth, Water, Wind, and Fire**, I verify that:

* I created and own the artwork submitted.
* I have read the Specifications for Print Submission and agree to the terms and conditions for submission, display, and sale
* Artist/Owner Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**VIEWPOINT Staff - ONLY**

Date Received: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Received By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_