



— PROSPECTUS —

TWELVE: Make Believe

15th Annual Open Juried Exhibit

Entry Deadline: October 15, 2023

Exhibit: December 6, 2023 – January 6, 2024

OPEN CALL FOR ENTRIES

TWELVE: Make Believe opens the door to imaginative photographic images. From reflections, double exposures, exaggerated lens trickery, composites, close views that lose their identity to become only line and texture, costumed subjects, unexpected lighting, atmospheric day dreams or nightmares, distorted color, purposeful movement, added marks or writing – there are unlimited possibilities for photographic make believe. However, the theme also recalls the obvious but often forgotten quality of photographs. Photographs, except for the tangible, physical photograph itself, are all make believe. They are not the dog, not the black and white canyon, not the wave, not the flower, not the smile. Even with the most accurate rendering, photographs are illusions. They are fiction. They are make believe. Viewpoint Photographic Art Center welcomes your concepts, creativity and craftsmanship in exploring the idea of Make Believe for the 15th annual *TWELVE* juried exhibit. We hope you accept the challenge.

Make Believe is a national Open Call for both members and non-members of Viewpoint to participate.

AWARDS

1st Place – \$312

2nd Place – \$212

3rd Place – \$112

Curators' Choice – \$112

Two Honorable Mentions – Viewpoint Workshop valued at \$95

JUROR INFORMATION

An artist and educator, Jodie Hooker is drawn to concepts around the perception of photographs as real. Her recent work explores the continuum of objective to subjective reality through landscape images. These might begin as straight photographs which are then combined with gum-printing to expand the experience and definition of reality. Recently retired from a distinguished career in the Photography Department at American River College, Hooker has taught an impressive range of courses in photography from art photography, color photography, alternative processes, and digital photography. Her teaching experience also includes art history, painting, sculpture, computer graphics and ceramics. Hooker has exhibited in numerous solo and group show throughout her career and is featured in Jill Enfield's *Guide to Photographic Alternative Processes*, 2nd Edition. She holds a B.F.A and M.S. in Art Education from Alfred University in NY and M.F.A. from SUNY, Buffalo.

Jodie Hooker's work may be viewed at www.hookerj.com

ENTRY FEES

1 image – \$12

2-4 images – \$36

5-6 images – \$48

Submit up to six images. A multiple image set, such as a triptych or a diptych, will be treated as one image and should be submitted as one file. Note: The non-refundable entry fee is charged when your online entry is submitted.

Upload your image submission(s) through the Viewpoint website under Exhibits>Calls viewpointphotoartcenter.org or directly at www.viewpointphotoartcenter.org/call-for-entries Deadline for entering is Sunday, October 15, 2023, at 11:59 pm PT.

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 (Minimum of 1024 pixels on longer side dimension and 72ppi)
 - File Name: Descriptive image title without your name. For example: duneshadowdeathvalley.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 or sign the image.
4. Upload your submission(s) online through the Viewpoint website under Exhibits>Call for Entries (viewpointphotoartcenter.org) or use EntryThingy directly at www.viewpointphotoartcenter.org/call-for-entries.
5. 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) – consider setting the sale price as a multiple of 12: for example, \$96, \$108, \$144, \$180, \$360, etc. A \$75 minimum for the sale price is recommended.
6. 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.
7. The entry fee must be paid at the time your entry is completed on EntryThingy. The entry fee is non-refundable.
8. All images will be juried as submitted in electronic format. The decisions of the juror and Viewpoint are final.
9. Submissions deadline is Sunday, October 15, 2023, at 11:59 pm PT.
10. Email any questions to exhibits@viewpointphotoartcenter.org with TWELVE in the subject heading.

Announcement of Accepted entries will be emailed on November 1, 2023. The instructions for Accepted entries are explained in the following section.

ENTRIES **ACCEPTED** FOR EXHIBITION

1. You will be notified via email on November 1, 2023 if your work is accepted for *TWELVE: Make Believe*.
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.
 - a. 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).
 - b. 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 November 8 - November 25, 2023. (Check hours around Thanksgiving)
 - a. In-person deliveries must be made during gallery hours. Check holiday 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. Include a **prepaid shipping label** for the return of unsold prints. Shipped prints must be received during the designated submission period of November 8 - November 25, 2023. Late arriving entries will not be accepted unless prior arrangements have been made.

Ship entries to:

Viewpoint Photographic Art Center
2111 J Street, Box 404
Sacramento, CA 95816

After shipping your image to the above address, please **inform the Curators** of the print's expected delivery date by emailing exhibits@viewpointphotoartcenter.org Subject line: Twelve.

7. For this exhibit, buyers will be allowed to take a print at the time of purchase. Artists may choose to replace a sold print with another copy of the same image.
8. Unsold images can be picked up from Viewpoint Gallery beginning January 10 through February 17, 2024 during gallery hours. Work submitted with return shipping will be shipped by January 31. Any work not retrieved by March 9, 2024 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 display images on our website and use them to publicize and promote *TWELVE: Make Believe* 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 *TWELVE: Make Believe* 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 *TWELVE: Make Believe* 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, at which time the gallery will fulfill the orders.
8. Unsold exhibited prints must be picked up between January 10 - February 17, 2024 (unless shipping has been arranged).
9. Any work exhibited in *TWELVE: Make Believe* that is not retrieved by March 9, 2024 becomes the property of Viewpoint Photographic Art Center. Artwork submitted with return shipping will be shipped by January 31.
10. 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 FOR *TWELVE: Make Believe*

October 15 Deadline for submission through EntryThing.

November 1 Announcement of accepted entries.

November 8 - 25 Delivery of exhibit-ready prints to Viewpoint.

December 6 - January 6 Exhibit dates

December 6 Gallery and online exhibits open. Awards announced.

December 9 2nd Saturday Reception. Viewpoint Gallery 4 pm – 7 pm

December 17 3rd Sunday Reception for Artists, Members and Friends 1 pm – 4 pm

January 6 Last day of gallery exhibit.

January 7 – February 7 Online gallery exhibit continues.

January 10 - February 17 Artists pick up unsold prints from Viewpoint during gallery hours.

Thank You for Supporting Viewpoint Photographic Art Center!

TWELVE: Make Believe Print Information Sheet

PRINT NUMBER (For Viewpoint Staff Only)

ARTWORK INFORMATION

Print Title			
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 in the 2023 *TWELVE: Make Believe*, 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 sales.

Artist/Owner Signature _____ Date _____

VIEWPOINT Staff - ONLY

Date Received: _____ Received By: _____