



— PROSPECTUS —

ELEVEN: *Upon Reflection*

2nd Annual ELEVEN Open Juried Exhibit

Entry Deadline: September 14, 2025

Exhibit: November 5, 2025 – December 20, 2025

OPEN CALL FOR ENTRIES

Upon Reflection is the theme for ELEVEN, Viewpoint's end of the year juried exhibition. Reflections are all around us. From the catch light in a child's eyes, mirrors large and small, quiet waters, gemstones, puddles, hub caps, and windowpanes, reflections are fascinating. As glass allows both transparency and protection, it also opens our view to other dimensions and realities. Consider the layers seen by French photographer Eugene Atget in Parisian shop windows in 1910. Today, when driving we are reminded of the change in reality with the caution, "Objects in mirror are closer than they appear." The world is altered in the reflection. Adding further interest to the theme is understanding reflection to mean pondering or giving serious thought. Reflection by this definition opens a window to the past while "upon reflection" might suggest a change in perspective through further consideration. This range –whether reflections emanating from various surfaces or unwrapping puzzles in the overlay of what we are seeing to thoughtfully reviewing in the moment or from the past– are all open to your visual interpretation. Viewpoint Photographic Art Center welcomes your concepts, conclusions, creativity and craftsmanship as you connect with the theme *Upon Reflection* for the 2nd annual ELEVEN juried exhibit. We hope you accept the challenge.

ELEVEN: *Upon Reflection* is a national Open Call for both members and non-members of Viewpoint to participate.

AWARDS

1st Place – \$333

2nd Place – \$222

3rd Place – \$111

Curator's Choice – \$111

Two Honorable Mentions – Viewpoint Workshop valued at \$95

JUROR INFORMATION

Alyson Belcher is a photo educator and exhibiting artist. The history of photography holds a special interest for Belcher and influences her choice of photo tools and approaches. Her work involves focused projects using various photographic methods from cyanotype to pinhole cameras. She has created still life isolations of grace and strength with twigs and fallen leaves as subjects and a personal collection of antique medicine bottles painted with light from a flashlight. Using pinhole cameras, Belcher examined human movement through self-portraits and studies of dancers. In her landscape images she captured the entanglements of nature in Golden Gate Park and timeless dreamlike views in "River Walks." Her photographic projects and artist's statements can be seen at alysonbelcher.com. She holds a BA in Humanities from US Berkeley and MFA in Photography from CSUSF.

ENTRY FEES

1 image – \$22

2-3 images – \$33

4-6 images – \$44

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) to www.viewpointphotoartcenter.org under Exhibits>Call for Entries using EntryThingy Deadline for entering is Sunday, September 14, 2025, at 11:59 pm PT.

SPECIFICATIONS FOR ENTRIES FOR JUDGING

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 last page of the Prospectus, the Print Identification Sheet.
2. The maximum print size including the mat is 18 x 24 inches. Square prints can be a maximum of 20 x 20 inches. For prints not presented in traditional white gallery mats (e.g., prints on aluminum), the maximum overall size is 18 x 24 inches.
3. Select and prepare your digital file(s) to these specifications BEFORE going online to submit your entry:
 - a. File type: jpeg format
 - b. Color space: sRGB
 - c. JPEG Image Quality: High
 - d. File size: Less than 2 MB (Maximum of 1024 pixels on the longer side dimension and 72 ppi)
 - e. File Name: Image title for gallery label without your name. For example: dunesadow.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.
4. Begin the entry submission through the Viewpoint website Exhibits>Call for Entries using EntryThingy. Log in. If you encounter problems with EntryThingy, contact exhibits@viewpointphotoartcenter.org with Subject: Eleven for assistance.
5. 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 or watermark your thumbnail image.
6. Include all SIX of these items for each image submission in EntryThingy under Description of Work:
 - a. Title of image for printed gallery label if accepted
 - b. Photographic medium of the print (see Print Information Sheet choices)
 - c. Image size in **inches**, measured in Width by Height
(For example, a horizontal image 14 inches wide by 11 inches high: 14 x 11). Use decimals for fractions.
 - d. Mat size in **inches**, measured Width by Height
(For example, a vertical mat 16 inches wide by 20 inches high: 16 x 20)
 - e. Total number of prints available (1- 4) for purchase including the exhibited print
 - f. Purchase price or Not For Sale (NFS). A \$75 minimum for the sale price is recommended.
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 in electronic format as submitted. The decisions of the juror and Viewpoint are final.
9. Submission deadline is Sunday, September 14, 2025, at 11:59 pm PT. Email any questions to exhibits@viewpointphotoartcenter.org with ELEVEN in the subject heading.
10. Email notifications for accepted and non-accepted entries will be sent from EntryThingy on September 29, 2025

PREPARING **ACCEPTED** ENTRIES FOR EXHIBITION

1. You will be notified via email by September 29, 2025 if your work is accepted for ELEVEN: *Upon Reflection*.
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 or canvas), 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. Your acrylic will be returned to you at the close of the exhibit.

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 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 October 1 - October 18, 2025.
 - 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. Include a **prepaid shipping label** for the return of unsold prints. Shipped prints must be received during the designated submission period of October 1 - October 18, 2025. Late arriving entries will not be accepted unless prior arrangements have been made.

Ship entries to:

Diana Proctor Viewpoint Photographic Art Center
UPS Store #4601
1809 S Street Suite 101
Box 163
Sacramento, CA 95811

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

7. Unsold images should be picked up from Viewpoint Gallery beginning January 7 through February 14, 2026 during gallery hours. Work submitted with return shipping will be shipped by January 31. Any work not retrieved by March 7, 2026 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 *ELEVEN: Upon Reflection* 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 *ELEVEN: Upon Reflection* 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 *ELEVEN: Upon Reflection* 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 7 - February 15, 2026 (unless shipping has been arranged).
9. Any work exhibited in *ELEVEN: Upon Reflection* that is not retrieved by March 7, 2026 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 ELEVEN: *Upon Reflection*

September 14 Deadline for submission through EntryThingy.

September 29 Announcement of accepted entries.

October 1- 18 Delivery of exhibit-ready prints to Viewpoint.

November 5 Gallery and online exhibits open. Awards announced.

November 8 2nd Saturday viewing. Viewpoint Gallery open noon – 7 pm

November 9 Sunday Reception for Artists, Members and Friends 1 pm – 4 pm.

December 20 Last day of gallery exhibit.

Solstice Gathering at the gallery and Print Pick Up Party! More details during the exhibit.

November 5 – January 20 Online gallery exhibit.

January 7 - February 15 Artists pick up unsold prints from Viewpoint during gallery hours.

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Thank You for Supporting Viewpoint Photographic Art Center!

Eleven: *Upon Reflection*

Print Identification Sheet

(include separate sheet with each print accepted into the exhibit)

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	(circle one)	
Image Size Width x Height in inches	_____ (W) x _____ (H) inches		
Mat Size Width x Height in inches (Use decimals)	_____ (W) x _____ (H) inches (Vertical mat) _____ (W) x _____ (H) inches (Horizontal mat)		

ARTIST INFORMATION (Please Print)

Artist Name: _____

Email Address: _____ Phone (____) _____

Return Mailing Fees and Materials Submitted _____(Y/N)

Mailing Address for shipped image: _____

As an entrant in Eleven, *Upon Reflection*, I verify that:

- I created and own the artwork submitted.
- I have read the Contractual Information and agree to the terms and conditions for submission, display, and sales.

Artist/Owner Signature _____ Date _____

VIEWPOINT Staff - ONLY

Date Received: _____

Received By: _____