



## PROSPECTUS

### **ON COMMON GROUND: 2014**

*Pastel Paintings From the Mountains to the Sea*

### **The 3rd Annual North Carolina Statewide Juried Pastel Exhibition**

#### **The Cornwell Center in Charlotte NC**

**May 1 – 30, 2014**

presented by

**The Piedmont Pastel Society,**

*a North Carolina nonprofit organization,*

*in conjunction with the Pastel Society of North Carolina and the Appalachian Pastel Society.*

[piedmontpastelsociety.org](http://piedmontpastelsociety.org)   [pastelsocietyofnc.com](http://pastelsocietyofnc.com)   [appalachianpastelsociety.org](http://appalachianpastelsociety.org)

#### **2014 Calendar of Events:**

<b>Wednesday, January 15</b>	Call for entries begins at Café online
<b>Saturday, March 1</b>	Entries due at Café online by midnight
<b>Monday, March 31</b>	Notification to artists by email
<b>Tues-Thur, April 22-24, 9am-5pm</b>	Shipped artwork received at The Cornwell Center*
<b>Monday, April 28, 10am-4pm</b>	Hand-delivered artwork to The Cornwell Center*
<b>Friday, May 9, 6-8:30pm</b>	Reception and Awards Ceremony
<b>Friday, May 30</b>	Exhibition final day
<b>Saturday, May 31, 10am-4pm</b>	Pick up unsold artwork at The Cornwell Center**
<b>Monday, June 2</b>	Unsold shipped paintings returned to artists

\*Entrants failing to deliver accepted work will be denied eligibility in the next two North Carolina Statewide Pastel Juried Exhibitions.

\*\* A \$10 daily storage fee will be charged for each painting not picked up.

#### **Judge of Selections and Awards:**

**Jerald Melberg**, national/international art critic, entrepreneur, and gallery owner. The Melberg Gallery in Charlotte, NC represents national and international artists including Romare Bearden and Wolf Kahn. [jeraldmelberg.com](http://jeraldmelberg.com)

**Awards:** \$5,000+ cash and merchandise awards including: Best-in-Show \$1,000 cash award.

**Entry Fee:** \$35.00 for up to 3 submitted images. A maximum of 2 paintings per artist will be accepted into the exhibition.

### **Eligibility:**

The Exhibition is open only to current members of at least one of the three North Carolina Pastel Societies. Must be 18 years or older, residing in the United States.

All paintings must be the artist's original work and at least 80% soft/dry pastels. No oil pastels. No nude paintings. All paintings done in a school, school-monitored studio or workshop or under instructor supervision or copied from published photographs are not eligible. Maximum size of accepted work is 42" on the longest dimension including frame.

Artwork must be securely framed with glass or Plexiglas and ready to hang with proper hardware and strong wire. No sawtooth hangers. Gallery framing standards expected with neutral matting.

No paintings that have been accepted to a previous NC Statewide Pastel Exhibition may be submitted to another NC Statewide Pastel Exhibition. Reworked previously accepted Statewide paintings are not eligible.

### **Sales:**

Artwork must be for sale. A 25% commission will be paid to The Cornwell Center on each sale. No paintings may be removed from the exhibition before the exhibition closes.

The shipping of sold paintings is the responsibility of the artist. If a painting sells after the close of the show, but was a result of being seen at the show, a commission is due to The Cornwell Center. Financial transactions for artwork sales will be handled by The Cornwell Center. Checks for sold paintings will be mailed to artists within 30 days of the exhibition closing.

### **Procedure to Enter:**

**Digital entries only using CaFÉ online. [www.callforentry.org](http://www.callforentry.org)**

Create a free CaFÉ account if you don't already have one. Log in and follow procedures.

On the CaFÉ menu bar is a HELP page. Clarification and tutorials on any aspect of your entry, including the size of your image, can be found on the HELP page.

How to prepare image files:

- File format: JPEG only
- Titles for image files need to be the name of your painting. Example: waterlilies.jpg
- File dimensions: No smaller than 1920 pixels on the longest side
- File resolution: 72 ppi/dpi (standard web resolution)
- File size: 3 MB maximum

An *Artist Statement*, no longer than three hundred words, will be requested with entries.

Information submitted on CaFÉ entry forms will be considered final and not subject to change.

## **Notification of Accepted/Non-accepted Artwork:**

After the jurying process is completed, a list of all accepted artists and paintings will be available on CaFÉ. An email will be sent to all entrants when the information is available.

## **Liability:**

Every reasonable precaution in the handling, storage, and transportation of accepted works will be used. Neither the Piedmont Pastel Society nor The Cornwell Center as organizations or individuals will be held liable for the loss or damage to paintings however caused. You may carry independent insurance at your own expense.

By way of application to the 2014 NC Statewide Juried Exhibition, the artist agrees to the terms and conditions stated herein including granting permission to each of the three NC pastel societies and The Cornwell Center to reproduce the accepted paintings on their websites and printed materials for promotional purposes.

## **Accepted Paintings:**

Accepted work must have a completed label affixed to the back upper right corner. (See attached forms.) Label information must be identical to the information that is on your digital entry.

## **Shipping Accepted Artwork:**

FedEx is the preferred shipping company. The use of an Airfloat Systems box, [airfloatsys.com](http://airfloatsys.com), is recommended. Do not use Styrofoam peanuts. Mark "TOP" and "FRONT" on the outside of your box so it will be handled and opened properly. Write your name and address on the outside and inside of the box.

### ***Include in the box:***

- a pre-paid shipping label
- a return label with your name and address
- a \$20 check handling fee per box made out to **Piedmont Pastel Society**

***Ship to:*** The Cornwell Center, 2001 Selwyn Avenue, Charlotte, NC, 28207. Your shipment must arrive during business hours on April 22-24.

## **Location Information:**

THE CORNWELL CENTER  
Myers Park Baptist Church  
2001 Selwyn Avenue  
Charlotte, NC 28207  
704-927-0774 /Fax 704-343-2975  
[mpbconline.org/cornwell\\_center.php](http://mpbconline.org/cornwell_center.php)

HOURS  
MON-THU, 5:30am – 8pm  
FRI, 5:30am – 5pm  
SAT, 7:30am – 4pm  
SUN, 11:30am – 4pm

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Labels for back of artwork. Place on upper right corner.

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

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

Phone: \_\_\_\_\_

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

Title: \_\_\_\_\_

Image size: \_\_\_\_\_

Framed size: \_\_\_\_\_

Price: \_\_\_\_\_  
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Name: \_\_\_\_\_

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

Phone: \_\_\_\_\_

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

Title: \_\_\_\_\_

Image size: \_\_\_\_\_

Framed size: \_\_\_\_\_

Price: \_\_\_\_\_  
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**TRANSPORT RELEASE FORM**

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I give my permission to

\_\_\_\_\_  
*(Print name of person transporting your artwork.)*

to transport my artwork to and/or from the Cornwell Center, 2001 Selwyn Avenue, Charlotte, NC. I understand all reasonable care will be taken, but the transport of my art is not covered by insurance. I agree to this release of liability for the Piedmont Pastel Society, the Appalachian Pastel Society, the North Carolina Pastel Society, their volunteers, and The Cornwell Center, should damage occur while transporting my artwork.

NOTE: Attach a release form to every painting being transported.

\_\_\_\_\_  
*Print Your Name*

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Address*

\_\_\_\_\_  
*Phone Number*

\_\_\_\_\_  
*Date*