

VIVA Exhibition Standards & Rules of Entry

Eligibility: The Salon is open to all artists at least 21 years of age who can hand deliver their work to VIVA on pre-scheduled dates. Artists are juried annually and do not necessarily have any affiliation with the founding organizations. All entries must be original work, not previously displayed at VIVA and completed within the last 3 years. Reproductions, copies and works done under the direction or supervision of an instructor are not eligible. A giclée print reworked by hand must be labeled as such and may be considered as an original piece. Unaltered giclée prints and photo reproductions are not acceptable, but may be suitable as “bin art.” Intaglio prints and fine art photography are all considered originals, even though multiples may be produced. Computer generated or digitally altered works must be labeled as such and not simply as mixed media.

Framing: Art submitted, but not physically prepared for hanging or improperly framed will be rejected, except for “bin art.” Canvas works may be hung without a formal frame, but all edges must be finished. Pastels and charcoal works may be covered with glass. Glass will also be allowed for small works of less than 14”. All other works on paper must be covered in Plexiglass. Wall works should not exceed 20 lbs. per unit and are limited to 36” in either direction. Diptychs and Triptychs will be accepted provided the works are contained in a single frame or connected, otherwise they will be counted as more than one painting. Sculptures submitted for exhibit must be accompanied by finished, self-supporting pedestals appropriate for an exhibition setting. All framing should be simple with neutral matting. All entries must be hand delivered. The number of paintings and sculpture displayed will be at the discretion of the Salon director and will depend upon available space.

Liability: CDs and artwork will be handled with the utmost care. Neither VIVA nor its officers, directors, employees, agents or volunteers are responsible for loss, theft, breakage or damage to any artwork.



Valley Institute of Visual Art
13261 Moorpark Street
Sherman Oaks, CA 91423
www.vivaartcenter.org



Valley Institute of Visual Art



VIVA is a non-profit organization dedicated to the advancement of the visual arts in our greater community. Having been founded by four founding art organizations, VIVA provides a professional environment for emerging and established artists to showcase their work.

VIVA Art Center is not intended to be a museum or a commercial gallery. Rather it functions as a municipal exhibition space offering a comprehensive look at the vibrant and vital visual art scene in the region. In addition to a lively schedule of exhibitions, VIVA offers an exciting and diverse program of demonstrations, lectures and workshops.

In an effort to reach the broadest spectrum of the art community, VIVA also sponsors a Salon which features the works of approximately 15-20 artists at regular intervals, seven or eight months per year. These members are juried annually and do not necessarily have any affiliation with the founding organizations. For more information, visit our website at www.vivaartcenter.org.

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VIVA SALON'S Annual "Call To Artists"

To apply, please fill out the application form and mail it along with a one page biography and/or resumé. Include a CD with 4 .jpg images of recent work that best represents your style. Please include a SASE so that we can return your CD.

**Applications must be postmarked
no later than December 15, 2009.**

The jurying of artists takes place in January and notification of acceptance will be by mail. Exhibitions will begin in February of 2010.

The yearly fee will be \$245 - \$280 depending upon available exhibition space for the year.

Unless specified "NFS", all works will be offered for sale. A 30% commission by VIVA will be retained on all sales of artwork, so price your work accordingly. All sold art must be replaced as soon as possible. Artists are allowed 2 works in each exhibition. These works must adhere to VIVA's Exhibition Standards.

Send all required information and CD to:

**Dori Marler
4954 Matula Drive
Tarzana, CA 91356**

If you have any questions, please contact Dori at
818 / 345-4997 or e-mail her at
dorimarler@yahoo.com

Upon acceptance, checks or money orders will be payable to Valley Institute of Visual Art. Please mail payment to Dori.

Once accepted, each artist will receive a schedule of exhibits, entry labels and further instructions. Artists will be notified by e-mail before each take-in, switch out or pick-up date.

VIVA SALON APPLICATION

Deadline for Entries: December 15, 2009

Artist _____

Address _____

City _____ State _____

Zip _____ Phone _____

E-Mail _____

Website _____

ENTRY 1

TITLE _____

MEDIA _____

SIZE (H x W x D) _____

ENTRY 2

TITLE _____

MEDIA _____

SIZE (H x W x D) _____

ENTRY 3

TITLE _____

MEDIA _____

SIZE (H x W x D) _____

ENTRY 4

TITLE _____

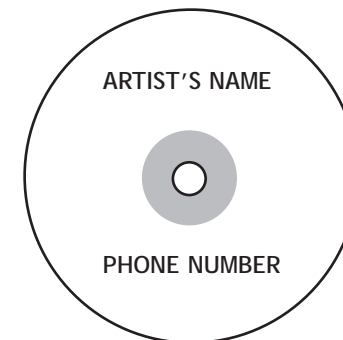
MEDIA _____

SIZE (H x W x D) _____

Benefits of Membership

- Gallery space and exposure
- Shared receptions
- Statement & image on VIVA's website
- Link to your own website
- Publicity
- Up to 6 pieces of "Bin Art" accepted per exhibit

Proper labeling of CDs



Digital: Format must be a high resolution .jpg images in RGB color submitted on a CD. No e-mail or slides submissions. The .jpg files must be saved as Title of Work_Entry #.jpg (i.e. Mona Lisa_Entry 1.jpg).

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