

Hyder Gallery

CENTER FOR FINE ART

CALL TO ARTISTS:

The Hyder Gallery Center for Fine Art is dedicated to **fostering** and **growing** the careers of emerging quality local visual artists and presenting their fine art works. The Gallery Grand Opening was November 5th 2011. The gallery is providing **30 local Artists** the opportunity to showcase their work in our new Fine Art Gallery. Artists selected also have the opportunity to benefit from the Gallery's **training and education center**.

The Gallery and Center are located at 104 East First Street, in the heart of **Historic Downtown Sanford**. With 3 professional instructors, the Center teaches all the essentials necessary to begin or expand an art career. Instructional courses are given on materials, color, and use of texture, proportion, symmetry and perspective. Artists learn how to conceptually and practically create work that has their "voice" (the artist "signature"). In its many workshops, the Center also **teaches the business of art marketing** and creative methods used by some of the most successful modern day artists.

One of the Gallery/Center's chief aims is to "discover" and foster new local talent and **propel** them into the art scene. To that end, the focus of the Gallery's exhibition is on the raw **talent** found in work submitted, not necessarily on an artist's resume or historical success. There are no jury fees to submit your work. However, the Gallery does impose a **\$135 monthly marketing fee** (paid monthly) for all accepted artists. Further, the gallery takes a **25% commission** on all work it sells on behalf of the artists. These fees are used for expenses related to **marketing each artists work**. Each of the 30 accepted artists are granted a display area in the gallery for their work of **10'x7'** (70 square feet). Each artist display area (location) is rotated in the gallery by our Curator on a periodic basis.

All accepted artists are included in the www.HyderGallery.com online gallery. While the new Downtown Sanford gallery is geared toward serious fine art collectors in the area, the online gallery further markets our artists work nationally and internationally, and is used to **foster secondary market channels**, to aid and build a secondary market for each selected artist work.

DEADLINE: March 15st 2012

JURY FEE: None

ELIGIBILITY:

The "Call to Artists" is open to all **Fine Art** visual artists (Painters, Photographers and Sculptors) of central Florida. All Fine Art mediums are considered. All artwork must be original (non-derivative) work executed/created by the submitting artist. Limited Editions of original work are acceptable. However, works produced by non-human artists, or 100% Digital Art is not eligible. Works that are religious, controversial, explicit nudes or potentially offensive in nature are not eligible. Folk Art, Crafts or Antiques are not eligible. Artists must be at least 17 years old. All accepted artists, will be required to sign a marketing and representation agreement to enable the Gallery to market the artists work. The

Hyder Gallery

CENTER FOR FINE ART

Gallery's representation is **non-exclusive**, and our Artists are free to (and taught how to) seek additional sales channels (other Galleries) for their art. The Gallery representation agreement requires a minimum duration of 3 months. The Gallery reserves the right to reject (at any time) an individual work of art by an otherwise accepted Artist, if that specific work does not harmonize with the vision of the Curator/gallery. Accepted (juried) artists are not allowed to create work in the Gallery, unless it is part of the Centers class-room instruction. Established guest artists may be offered an opportunity to work in the street window display of the Gallery, (as a marketing strategy to bring in foot traffic) at the request and discretion of the Curator.

SUBMISSION:

Artists must submit between 3 and 10 digital representational images of their art via email (Do not send actual work) according to the following submission guidelines:

Each image file submitted must be NO LARGER than 2 mega-bytes (mb) in file size. Files are accepted in JPG, TIF, PNG or PDF formats. The dimensions, quality and DPI configurations of your representation images are left to your discretion.

Filenames of your representational images should begin with artist's last name, then entry number to correspond with each work listed on the accompanying email entry (example: Smith_1.jpg, Smith_2.jpg, Smith_3.jpg, etc.). The total maximum size per email is 20 mega-bytes (mb). For flatwork (paintings, drawings, photos): Submit one image per entry, with a limit of 10 entries per artist.

For sculptures, multiple views of your piece may be needed to sufficiently show the piece in entirety. Submit up to three images per entry (i.e. front view, side view, close-up). In this case, please name your files with Artist's last name, entry number, and view number (i.e. Smith_1_1.jpg, Smith_1_2.jpg, etc.)

All email submissions must have the Artist's name in the subject line of the email, along with the phrase "Hyder Gallery Jury Review", (example: John Smith Sculpture – Hyder Gallery Jury Review). Further each email must include a brief (one paragraph) letter indicating intentions or goals as an Artist. Since it is our goal to foster talent, an artist Bio is not necessary. However, the email should consist of:

- 1 – Artist full name
- 2 – Artist Telephone Number(s)
- 3 – Artist full US Postal mailing address
- 4 – Artist desired email correspondence address
- 5 – A one sentence description of the style and medium of Artist work.
- 6 – One brief paragraph about goals or intentions as an artist, (or Bio).

Send your submission via email to: jury@HyderGallery.com

Hyder Gallery

CENTER FOR FINE ART

ACCEPTANCE:

All artists will be notified of a decision regarding their work. Some artists may be notified of their acceptance **before** the submission deadline expires. All accepted/juried artists are being placed in the Gallery on a first-come, first-serve basis. Acceptance requires the artist to sign the Representation Agreement (to be provided) and submit a check of \$135 within 10 days after notification of acceptance. Accepted artists will get further details. If accepted, AFTER the Gallery is full, the artist will be added to a waiting list. Those on the waiting list will be notified of such and offered inclusion as space becomes available. When space becomes available, waiting artists will be asked to sign the marketing agreement, and at that time submit payment.

During the time of representation, accepted artists may be assisted with necessary career building tools. Artist Bio's and other sales collateral may be written and designed by the Gallery on behalf of or in conjunction with the artist. The Gallery retains no rights to any sales collateral specific to an artist.

The gallery must maintain a theme and content standards; therefore all work, presentation materials (matting, framing, and artist's biography) is subject to the Curators authority. The Curator may refuse a work-of-art from an accepted artist if that specific work is deemed (by him) unready for presentation.

USEAGE RIGHTS:

By submitting work for jury consideration, artists agree, (if selected) to have their work displayed in the Gallery. This participation includes a minimum commitment of the costs and commissions described herein for a minimum of 3 months. The role of the Gallery/Center is not to just sell the artist work, but to attempt to **give the artist experience** intended to extend beyond the scope of the Gallery. We wish to educate and prepare an emerging artist for a **career** in the business. This education sometimes involves frank assessments of an artist's work, presentation and marketing methods.

Further, all artists whose work is presented in the Gallery, must grant permission to use images of this work in marketing publication, online display, and printed promotion materials for the Gallery. Usage of images (if accepted) shall be without any further compensation beyond the gallery commission structure. Artist and title recognition (references or links) are always included at use in marketing materials. If use of your images is not acceptable for marketing, please do not submit your work to us.

CONTACT:

A successful artistic career may be closer than you think. Questions or comments, Sharon Rae Hyder, (Director) sharon@HyderGallery.com or Andrew Dean Hyder (Curator) andrew@hydergallery.com