



## **Holzwasser Gallery**

### **Guidelines and Call for Entries 2011 – 2012**

**Deadline: Friday, April 29, 2011**

The New Art Center in Newton (NAC) is now accepting submissions for four to five-week exhibitions between September 2011 - May 2012, in its Holzwasser Gallery.

#### **The Holzwasser Gallery**

Created in 1991, the Holzwasser Gallery was made possible through a generous donation from Mary Holzwasser (1912 - 2003), an artist, New Art Center board member, student, and life long patron of the arts. This gallery space is reserved for the exhibition of work by New Art Center **students, faculty, staff, and volunteers**, to provide both the first-time and experienced exhibiting artist an opportunity to present their current work in a professional gallery.

#### **Eligibility**

Applicants must have taken a class, worked, or volunteered at the New Art Center between July 1, 2010 and June 30, 2011. Artists who exhibited from September 2007 through May 2011 are not eligible. Proposals from artists wishing to exhibit together are welcome.

#### **Criteria for Selection**

1. Quality of work submitted for consideration.
2. Appropriateness of work to the space. Gallery plans provided upon request.
3. A consistent body of work to support the exhibition proposal.
4. Art works must have been executed in the past three years (since 2007).

In addition, we strive to represent a variety of talents. The jurors will consider the entire exhibition year in selecting a variety of media and themes from among submissions.

Please Note: The New Art Center typically receives eight to twelve proposals for approximately three exhibition opportunities.

#### **Dates**

The in-our-hands (not postmarked) deadline for the receipt of proposals is **Friday, April 29, 2011**. Applicants will be notified by the end of June 2011. Applications will be returned by mail by June 30, 2011 *if return postage is included*. Otherwise, applications must be picked up in the NAC's office by June 30, 2011.

#### **Application**

Your application must include the following: (*Incomplete applications will not be reviewed*)

1. Brief and clear statement of artistic intent, process, or philosophy (not to exceed one page).  
Explain the work itself and why the images were chosen. Additional work that is not shown can be described in your statement.
2. Résumé/ CV

3. Ten images maximum (only digital submissions accepted.)

Digital images must be submitted on a CD. CD should be labeled with artist's name(s). Label each image file with a # from 01 – 10 along with title to correspond with the Image List. Images must be suitable for view on a computer screen and must be oriented correctly.

- \* Artist are strongly encouraged to submit as much "actual" work as possible. Representative work should be included only to support the proposal or demonstrate an expanded body of work.
- \* Submissions proposing site-specific installations must be supported by slides of representative work AND sketches, plans, or other supporting materials of the proposed exhibition.

4. Completed Image List Form (attached.) Please be sure to label each work as Actual or Representative.

5. All statements and résumés must be printed on standard copy paper. Please, no two sided papers, or papers with tape, staples, or anything glued.

### **The Review Process**

One or two outside jurors will jointly review submissions and award exhibitions. The jurors will be provided with artists' statements in advance of the image review. The jurors may group artists as appropriate. All artists must be open to the potential of either a group or solo exhibition. The NAC's Exhibitions Manager will determine the schedule of shows.

### **Support**

The NAC provides preparation and postage for a combined invitation for the Main Gallery and Holzwasser Gallery exhibitions, press releases, duplication of material for distribution at the exhibition, gallery signage, insurance of work on site, physical assistance in preparing the space, and promotion on our web site. Curatorial assistance in selecting works and installing works is also available. The New Art Center does not provide or pay for transportation of artwork to or from the site.

### **Delivery and Preparation of Work**

Artists must deliver work to NAC ready for installation.

### **Requirements**

Exhibiting artists will be asked to help install the exhibition and gallery sit one Saturday from 1 - 5 pm during the exhibition or one of the select Sundays that we happen to be open for a special event.

**Sales:** The NAC retains a 50% commission on all sales.

**Agreement:** Submission of images to the Holzwasser Gallery implies agreement and consent on the part of the artist with the above conditions. The NAC assumes permission to reproduce accepted works for publicity.

*Thank you for participating in the New Art Center's Exhibition program.*

**Holzwasser Gallery Image Entry Form**  
**Deadline: *Friday, April 29, 2011 by 5 pm***

**Please Print Clearly**

Name: \_\_\_\_\_ Daytime Telephone : (\_\_\_\_) \_\_\_\_\_  
Address: \_\_\_\_\_ Email: \_\_\_\_\_  
City/Zip: \_\_\_\_\_ Please check the appropriate box(es):  
 Student/semester(s): \_\_\_\_\_  Faculty/semester(s): \_\_\_\_\_  Staff  Volunteer

01. Title: \_\_\_\_\_ Date: \_\_\_\_\_  
Medium: \_\_\_\_\_  Actual  
Dimensions: H: \_\_\_\_\_ W: \_\_\_\_\_ D: \_\_\_\_\_  Representative
02. Title: \_\_\_\_\_ Date: \_\_\_\_\_  
Medium: \_\_\_\_\_  Actual  
Dimensions: H: \_\_\_\_\_ W: \_\_\_\_\_ D: \_\_\_\_\_  Representative
03. Title: \_\_\_\_\_ Date: \_\_\_\_\_  
Medium: \_\_\_\_\_  Actual  
Dimensions: H: \_\_\_\_\_ W: \_\_\_\_\_ D: \_\_\_\_\_  Representative
04. Title: \_\_\_\_\_ Date: \_\_\_\_\_  
Medium: \_\_\_\_\_  Actual  
Dimensions: H: \_\_\_\_\_ W: \_\_\_\_\_ D: \_\_\_\_\_  Representative
05. Title: \_\_\_\_\_ Date: \_\_\_\_\_  
Medium: \_\_\_\_\_  Actual  
Dimensions: H: \_\_\_\_\_ W: \_\_\_\_\_ D: \_\_\_\_\_  Representative
06. Title: \_\_\_\_\_ Date: \_\_\_\_\_  
Medium: \_\_\_\_\_  Actual  
Dimensions: H: \_\_\_\_\_ W: \_\_\_\_\_ D: \_\_\_\_\_  Representative
07. Title: \_\_\_\_\_ Date: \_\_\_\_\_  
Medium: \_\_\_\_\_  Actual  
Dimensions: H: \_\_\_\_\_ W: \_\_\_\_\_ D: \_\_\_\_\_  Representative
08. Title: \_\_\_\_\_ Date: \_\_\_\_\_  
Medium: \_\_\_\_\_  Actual  
Dimensions: H: \_\_\_\_\_ W: \_\_\_\_\_ D: \_\_\_\_\_  Representative
09. Title: \_\_\_\_\_ Date: \_\_\_\_\_  
Medium: \_\_\_\_\_  Actual  
Dimensions: H: \_\_\_\_\_ W: \_\_\_\_\_ D: \_\_\_\_\_  Representative
10. Title: \_\_\_\_\_ Date: \_\_\_\_\_  
Medium: \_\_\_\_\_  Actual  
Dimensions: H: \_\_\_\_\_ W: \_\_\_\_\_ D: \_\_\_\_\_  Representative