



ALL Arts Gallery
Prospectus
Open Call for Entry

It's Primarily Secondary

October 6, 2017 – November 12, 2017

Reception October 21, 2017 (4-6) PM



THEME

Submitted pieces must appear to contain primarily one of the secondary colors, either orange, violet or green. Other colors may be used within the work, but shades and hues of one of the three secondary colors must be prominent. Work may be 2D, 3D, digital or an installation, representational or abstract in any medium.

ELIGIBILITY

It's Primarily Secondary is open for submission to active ALL members, as well as non-member artists. Submitted work must not have been shown previously at the Arts League of Lowell Gallery. Student work done under direct supervision is not eligible. All work will be reviewed by the curator for exhibit suitability and response to the **show theme**. Work that fails to meet the curator's requirements will not be exhibited. If you have any questions regarding suitability, contact Dan Rocha (contact information below).

WORK REQUIREMENTS

Artists may enter 1 to 3 works in any medium. All work will be reviewed for exhibit suitability and response to the show theme. 2D work must be framed or otherwise securely and professionally presented and wired to hang, if applicable. **No saw-tooth or keyhole hangers accepted.** 3D and installations, depending on size work must be installed by the artist.

VOLUNTEERING REQUIREMENTS

Exhibiting member artists are required to sign up during drop-off to gallery sit for one shift. Bring your calendar. The Gallery stays in operation only with the help of all participants.

ENTRY FEE

ALL members - \$25.00 for up to 3 works, non-members \$40.00. Entry fees are not refundable. Non-member artists may join ALL (\$45 individual, \$35 senior), then pay the \$25.00 entry fee to enter.

CONDITIONS

Submission of works of art to this exhibition and the artist's signature on the entry form shall be understood to constitute an agreement on the part of the artist with the conditions set forth and shall grant the It's Primarily Secondary show the rights to reproduce and distribute images of

accepted works through print and electronic media for promotion of the exhibition and entrants. Artists retain all copyrights on their work.

DELIVERY OF WORK

Deliver work during designated drop-off times to the ALL Arts Gallery, 307 Market St, Lowell, 01852. If you need to arrange a different drop-off, please contact Dan Rocha (contact information below).

SHIPPING

Artists are responsible for the cost of shipping to and from the exhibit. Shipped work must arrive at The Arts League of Lowell Gallery, 307 Market St., Lowell, MA 01852 on or before Saturday, September 30, 2017. All shipped work must be in STURDY, REUSABLE containers. Entry forms and fee must be included. Include a separate check to cover costs to ship back unsold or work not accepted for exhibition. If any or all work is sold, ALL will return the unused portion of your shipping check. Please inform Dan Rocha if you are intending to ship work for entry.

SALES

ALL takes a 25% commission on all members artwork sold and 40% commission on all non-members artwork sold. Artists are encouraged to show work that is for sale. Payment for work sold will be made no later than 15 days after the close of the exhibit.

INSURANCE AND LIABILITY

Every reasonable precaution will be taken to ensure protection and careful handling of work. The Arts League of Lowell carries insurance to cover any damage to artwork accepted into this show. If your work is accepted into the show and you prefer to mark it "NFS" – Not For Sale, please include an insurance value for each piece, on the entry form.

PICK UP OF WORK

Work must be picked up according to the times noted in the exhibition calendar below. WORK MAY NOT BE PICKED UP BEFORE THE CLOSE OF THE SHOW AT 4:00PM, November 12, 2017. Please make alternative arrangements IN ADVANCE if you cannot pick up at these times. We have no safe space to store work. Work left beyond the pickup date is subject to a \$5.00 per day holding fee. Work left longer than 30 days becomes the property of ALL and will be used or disposed of at the discretion of the management.

Questions? Please contact Dan Rocha at (978) 221-7669 or email drdr537@gmail.com

EXHIBITION CALENDAR

**SHIPPED ENTRIES
HAND DELIVERY OF WORK**

**Must arrive on or before September 30 2017
Sunday, October 1, 2017 (4–6pm) and/or
Monday, October 2, 2017 (12–2pm)**

**SHOW OPENS
ARTIST RECEPTION
SHOW CLOSES
PICK UP OF WORK**

**Friday, October 6, 2017
Saturday, October 21, 2017 (4-6 pm)
Sunday, November 12, 2017, 4:00 pm
Sunday, November 12, 2017 (4-6 pm) and/or
Monday, November 13, 2017 (12-2 pm)**

ALL Entry Form – It's Primarily Secondary

Please fill out before bringing work to drop off.

ARTIST'S NAME _____

MAILING ADDRESS _____

PHONE _____

E-Mail _____

ENTRY #1. TITLE _____

MEDIUM/STYLE _____

YEAR COMPLETED _____ PRICE _____ or NFS VALUE _____

ENTRY #2. TITLE _____

MEDIUM/STYLE _____

YEAR COMPLETED _____ PRICE _____ or NFS VALUE _____

ENTRY #3. TITLE _____

MEDIUM/STYLE _____

YEAR COMPLETED _____ PRICE _____ or NFS VALUE _____

ARTIST AGREEMENT

With the submission of artwork to the It's Primarily Secondary show, the artist agrees to all terms set forth in the prospectus, and grants permission to photograph and reproduce any accepted work for publicity purposes.

Signed _____ Date _____

For gallery use only

Member: Yes No

Entry Fee received _____ cash check credit card

Gallery sitting date _____

**SHOW LABELS - PLEASE PRINT IN BLOCK LETTERS
PLEASE ATTACH TO WORK
CUT ALONG DOTTED LINES**

=====

Artist Name _____
Phone _____

Title _____
Price or NFS _____

=====

Artist Name _____
Phone _____

Title _____
Price or NFS _____

=====

Artist Name _____
Phone _____

Title _____
Price or NFS _____

=====