

UPFRONT

GALLERY AND ARTS VENUE

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“UPFRONT 2018 OPEN EXHIBITION”

(Tuesday 29th January – Sunday 25th March 2018)

Entries Invited of 2D & 3D work

The annual Upfront Open Exhibition, now in its' 18th year, welcomes entries from all artists. The purpose of the show is to exhibit a wealth and wide cross section of artistic talent. The panel of judges choose an eclectic mix of work in various media and styles, both 2D and 3D. The exhibition displays around 100 selected works in our various gallery spaces.

The “Open Exhibition” is totally self-funded. Entry fees create a budget to stage and advertise the exhibition, to hold a preview evening and to award cash prizes.

There will be a **First Prize of £1,000** plus other prize categories to be decided by the judges, according to the number of entries and the cross section of work submitted (the gallery reserves the right to reduce the First Prize, if there are insufficient entries to cover the prize money. We guarantee that the amount will not be less than £500).

Entry for visitors to the exhibition is free.

The exhibition is always popular and well attended, attracting visitors from Cumbria and beyond. The standard of entries is high and no two exhibitions are ever the same.

Artists are invited to submit up to 3 pieces of work. An on-line entry form must be submitted which is available from our website www.up-front.com. An entry fee of £25 must be paid at the same time by following the PayPal link (which will also give the choice of paying by card if you do not have a PayPal account). Any other form of payment must be discussed with the gallery. All work submitted must be available for sale and have been produced during 2016 & 2017. The selling price must be set to include the Gallery commission, which is 40% of the selling price.

Images of work must be emailed to the gallery (info@up-front.com) as a jpeg, about 300dpi, at least 1,000 x 1,000 pixels, and no larger than 1MB. All emails will be acknowledged as safely received. Two images of one work may be submitted, if required, to show the texture, surface or form of the work from a different angle.

All images **must be labelled** on the actual image label NOT separately within the body of an email. Please use the correct format - **artists surname first, followed by initials, title of the work, medium, size, selling price**. The labelling of all images as specified is crucial for viewing by judges, so that they can be identified when transferred via computer and so that they can be matched to application forms for gallery purposes. Judges will not see the application forms, only the correctly labelled images. **Images that are labelled incorrectly will not be accepted.**

Entry forms and images must be received no later than **midnight Friday 5th January**. Artists will be notified via email by **5pm Wednesday 10th January** if their work has been selected for the exhibition. We will only contact successful applicants and we would ask you to confirm the safe receipt of this email. Due to the number of entries and time scale, we do not notify unsuccessful applicants.

Artists who have had their work selected must arrange for the original piece of work to be delivered to the Gallery on **Sunday 14th or Monday 15th January** between the hours of 10:00am and 6:00pm. Your work must be signed in by gallery on delivery. The gallery will be closed to the public on Tuesday 16th January, for the staff annual holidays and to prepare and hang the exhibition.

All 2D work selected for the exhibition must be framed, unless they are box canvasses when the artist may feel that the work is better unframed. Work needs to be fitted with a strong hanging cord and the artist's name, title of work, medium and selling price **must** be stated clearly on a parcel tag attached to a long string. This is necessary to allow the label to hang over the face of the piece of work during the hanging of the show, so that it can be easily identified for the final gallery labelling. 3D work must also be clearly labelled as above.

The exhibition will have a Preview on the evening of **Monday 29th January, 7pm - 9pm** to which everyone submitting work is invited. Results of the selection panel's choice for prizes will be announced at the Preview.

The exhibition will open to the public on Tuesday 30th January – Sunday 25th March. During the exhibition visitors to the Gallery will be invited to vote for their favourite piece of work. There will be a prize for the artist whose piece of work receives the most votes.

The exhibition will close on Sunday **25th March 2018** at 4:30pm. All work that is not sold must be collected on Sunday, **after** we close at 4:30pm and up to 6:30pm. Alternatively work can be collected on **Monday 20th March**, between 10:30am and 12:30pm. We request that all work is collected during the times specified as we will be in the process of hanging two new exhibitions and we cannot guarantee to have any safe storage space available.

The Gallery will endeavour to keep all sold work in the show until it closes on 25th March, however artists must accept that circumstances do not always allow this to happen. The exhibition attracts visitors from out of the county who purchase work and need to take it away with them.

The exhibition will have a selection panel of three people who will be sent the folder of digital entry images. The panel will consist of:

A full time professional artist.

An arts practitioner – working and lecturing in visual arts.

An arts practitioner – working with artists, devising and curating exhibitions.

- **PLEASE GO TO THE FRONT PAGE OF OUR WEBSITE www.up-front.com**
- **TO COMPLETE THE INTERACTIVE APPLICATION FORM**
- **TO PAY THE ENTRY FEE**