

# CALL FOR ENTRIES

RIVERSIDE  
HOLIDAY SHOP 

## ABOUT

SIERRA ARTS IS CURRENTLY ACCEPTING SUBMISSIONS FROM PROFESSIONAL, STUDENT AND AMATEUR ARTISTS, AS WELL AS FINE-CRAFTERS, FOR ORNAMENTS AND ITEMS TO SELL IN THE RIVERSIDE HOLIDAY SHOP (RHS) AT THE SIERRA ARTS GALLERY WHICH WILL BE OPEN MONDAY-SATURDAY NOVEMBER 21-DECEMBER 24, 2011. THE RHS WILL REPLACE THE TRADITIONAL SIERRA ARTS ORNAMENT SALE.

PROPOSALS ARE DUE BY 4 P.M. ON OCTOBER 3, 2011 AT THE SIERRA ARTS GALLERY, 17 S. VIRGINIA STREET, SUITE 120, RENO, NV 89501. THIS IS NOT A POSTMARK DATE. A COMMITTEE CONSISTING OF SIERRA ARTS BOARD MEMBERS AND PATRONS WILL REVIEW SUBMISSIONS AND SELECT BASED ON ARTISTIC EXCELLENCE, APPROPRIATENESS FOR THE VENUE AND ITEM SALE-ABILITY. ARTWORK AND FINE CRAFT WILL BE GIVEN EQUAL ATTENTION. JUDGING WILL BE COMPLETED ON OR BEFORE OCTOBER 12. ARTISTS WILL BE NOTIFIED BY TELEPHONE OR EMAIL ON OCTOBER 13. DELIVERY OF ITEMS SELECTED WILL BE BY APPOINTMENT ONLY NOVEMBER 7-10 AND NOVEMBER 14-17, 2011.

BASED ON SALES OF ITEMS IN THE 2010 RHS MOST PURCHASES WERE FOR \$25 OR LESS WITH THE NEXT RANGE OF SALES FROM \$26-\$100 WITH A SMALL MARGIN OF SALES FROM \$101-\$250 FOR FINE ART PIECES. ITEMS PRICED HIGHER WILL BE ACCEPTED, BUT THE ARTIST NEEDS TO UNDERSTAND THAT THE RHS MANAGEMENT RESERVES THE RIGHT TO LIMIT THE NUMBER OF HIGHER PRICED ITEMS AVAILABLE IN THE SHOP. SIERRA ARTS WANTS TO HELP ARTISTS GET THEIR NAME OUT INTO THE PUBLIC AND SELL THEIR WORK, HOWEVER THE PUBLIC DICTATES WHAT THEY WILL PAY FOR PIECES OF WORK. SIERRA ARTS IS NOT TRYING TO LIMIT THE CREATIVITY OF ANY ARTIST WISHING TO PLACE ITEMS IN THE RHS.

BASED ON 2010 SALES ORNAMENTS, GREETING CARDS, SMALL JEWELRY ITEMS, CERAMICS, FUSED GLASS, FUNCTIONAL ART, SMALL CANVASES, INEXPENSIVE FRAMED PRINTS, UNUSUAL WALL PIECES, TEXTILES AND CDs WERE POPULAR AS "FRIEND" GIFTS. HIGHER PRICED ITEMS WERE TRADITIONALLY BOUGHT FOR "FAMILY" MEMBERS. PLEASE KEEP THIS IN MIND AS YOU CREATE.

COMMISSION WILL BE AS FOLLOWS: SIERRA ARTS WILL RETAIN 40% COMMISSION FOR ITEMS SOLD, SO PRICE APPROPRIATELY. THERE ARE A LIMITED NUMBER OF VOLUNTEER OPPORTUNITIES WORKING IN THE RHS FOR A MINIMUM OF 20 HOURS OVER THE COURSE OF ITS EXISTENCE THAT WILL ALLOW FOR SIERRA ARTS TO RETAIN A SMALLER COMMISSION OF 30%.



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## CONDITIONS

ITEMS SELECTED FOR SALE ARE SUBJECT TO SIERRA ARTS CONTRACT CONDITIONS WHICH INCLUDE:

- INSURANCE PROVIDED BY SIERRA ARTS WHILE ARTWORK IS ON DISPLAY.
- THE ARTIST IS RESPONSIBLE FOR ALL DELIVERY AND SHIPPING COSTS, AND FOR INSURING THE WORK WHILE IN TRANSIT TO AND FROM THE GALLERY.
- ALL WORK MUST BE RECEIVED READY FOR INSTALLATION OR DISPLAY WITH PROPER HANGING DEVICES ATTACHED AND INSTRUCTIONS WHERE NECESSARY.
- ANY SPECIAL INSTALLATION REQUIREMENTS MUST BE DISCUSSED WITH STAFF IN ADVANCE.
- SIERRA ARTS RESERVES THE RIGHT TO REFUSE ANY WORK IMPROPERLY PRESENTED OR UNSAFE TO HANG.

## APPLICATION INFO

TO APPLY, PLEASE SUBMIT THE FOLLOWING MATERIALS BY THE SPECIFIED DEADLINE:

- PERSONAL INFORMATION FORM (INCLUDED IN THIS INFORMATION PACKET)
- UP TO TEN IMAGES REPRESENTATIVE OF THE WORK TO BE SOLD. IMAGES SHOULD BE SAVED IN JPEG FORMAT. THE ARTIST'S LAST NAME SHOULD APPEAR IN THE FILENAME (I.E. UNTITLEDSMITH1.JPG). IMAGES SHOULD BE AT LEAST 72PPI. PRINTS, SLIDES, AND OTHER MATERIALS WILL NOT BE REVIEWED. PLEASE DO NOT SEND ORIGINALS. MATERIALS WILL NOT BE RETURNED.
- TYPED IMAGE LIST CORRESPONDING TO THE IMAGES PROVIDED. INCLUDE TITLE, DIMENSIONS, MEDIUM, AND YEAR OF COMPLETION FOR EACH PIECE.
- CURRENT RESUMÉ NO MORE THAN TWO PAGES IN LENGTH.
- BRIEF BIOGRAPHY AND HEADSHOT.
- FORMAL STATEMENT PERTAINING TO THE PROVIDED WORKS.

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## PERSONAL INFORMATION

### DEADLINE

DEADLINE FOR APPLICATIONS IS OCTOBER 3RD, 2011.

THIS IS NOT A POSTMARK DATE. SUBMISSIONS MUST BE RECEIVED IN THE SIERRA ARTS OFFICE BY 4 PM.

SUBMISSIONS MUST INCLUDE ALL INFORMATION IN THE CHECKLIST BELOW TO BE CONSIDERED.

### CHECKLIST

- SIGNED AND COMPLETED PERSONAL INFORMATION FORM
- UP TO 10 JPEG IMAGES ON A CD (OR ATTACHED VIA E-MAIL)
- IMAGE LIST (ATTACH IN XLS, PDF, DOC, OR RTF FORMAT)
- RÉSUMÉ (ATTACH IN PDF, DOC, OR RTF FORMAT)
- BIOGRAPHY (ATTACH IN PDF, DOC, OR RTF FORMAT)
- ARTIST STATEMENT (ATTACH IN PDF, DOC, OR RTF FORMAT)
- ARTIST HEAD SHOT (ATTACH AS HIGH RESOLUTION IN JPG OR TIFF FORMAT)

#### OPTIONAL:

- PREVIOUS PUBLICITY, PRESS CLIPPINGS, REVIEWS, ETC. (ATTACH IN JPG, PDF, DOC, OR RTF FORMAT)

### SUBMISSION

APPLICATIONS MAY BE MAILED TO:

**RIVERSIDE HOLIDAY SHOP**  
**C/O: SIERRA ARTS**  
**SUITE 120 - 17 S. VIRGINIA ST.**  
**RENO, NV 89501**

THIS FORM MAY ALSO BE FILLED OUT AND E-MAILED, WITH IMAGE ATTACHEMENTS, TO [HOLIDAYSHOP@SIERRA-ARTS.ORG](mailto:HOLIDAYSHOP@SIERRA-ARTS.ORG).

**IF SUBMITTING VIA E-MAIL, PLEASE COMPRESS ALL FILES INTO ONE ZIP FORMAT ARCHIVE WHEN POSSIBLE.**

### ARTIST INFO

**ARTIST NAME:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**CITY:** \_\_\_\_\_ **STATE:** \_\_\_\_\_ **ZIP CODE:** \_\_\_\_\_

**E-MAIL:** \_\_\_\_\_

**WEBSITE:** \_\_\_\_\_

### ADDITIONAL INFO

PLEASE PROVIDE ANY ADDITIONAL RELEVANT INFORMATION IN THE SPACE PROVIDED BELOW: