

THE 1<sup>st</sup> annual  
**emulsion**  
east city art regional juried show

## Prospectus

### EMULSION

The First Annual East City Art Regional Juried Show

#### Prizes

\$1,250 First Place Prize

\$750 Second Place Prize

\$500 Third Place Prize

#### Entry Fee

An entry fee of \$35 made out to East City Art Media LLC.

The entry fee must accompany the application for it to be considered complete.

#### Location

Gallery O on H located at 1354 H Street NE in the heart of the Atlas Entertainment District

#### Exhibition Dates

Opening Reception Saturday November 9, 2013

Exhibition on view from November 9, 2013 through January 14, 2014

#### Preliminary Selection Panel

East City Art and Gallery O on H Staff

#### Juror

Lauren Gentile

### EMULSION

This call for entry is open to all residents of the Washington-Baltimore combined statistical metropolitan area as defined by the US Census (see full description of eligibility below). This is an opportunity for artists from the central Mid-Atlantic to showcase the extraordinary diversity in regional contemporary art.

An emulsion combines two seemingly incompatible ingredients to produce a third yet entirely new substance. In this spirit, East City Art's EMULSION seeks to combine the culturally different yet geographically close regions of Washington and Baltimore and to combine a wide array of art forms and mediums from two-dimensional work to performance based pieces.

East City Art envisions EMULSION as an annual event that will exhibit the brightest talent from the Mid-Atlantic region. We expect EMULSION to grow over time to include more entries, an increase in prize money and visibility beyond the Mid-Atlantic to the national and international level.

### **Advertising and Publicity**

EMULSION will be a highly publicized event with a generous advertising budget to ensure both a large audience and high visibility for selected artists. In addition, East City Art will publicize the event through its widely read online presence. In September 2013, East City Art will be available in print as a quarterly arts guide with an estimated 65,000 reader through a partnership with Capitol Community News.

### **About Juror Lauren Gentile**

Lauren Gentile, founder of Contemporary Wing, has produced major exhibitions of historically significant artists including the 30 Americans artists, Shepard Fairey, the Guerrilla Girls, and JR, among others. While supporting the artists of today, she has helped nurture such emerging talent as GAIA, Hedieh Javanshir Ilchi, and Cheryl Pope. She holds an M.A. in art business from Sotheby's Institute London and B.A. degrees in art theory and criticism, art history and international studies from the School of the Art Institute in Chicago, DePaul University, the University of Florence and the Goethe Institute. Her private sector career includes work with art hedge funds and as director of sales in auction houses and galleries specializing in a variety of markets.

### **Eligibility**

The exhibition is open to anyone 18 years and over who resides or creates art in the following jurisdictions of the Washington-Baltimore combined statistical area as follows:

- Alexandria, VA
- Anne Arundel County, MD
- Arlington, VA
- Baltimore City and County, MD
- Carroll County, MD
- Calvert County, MD
- Charles County, MD
- Clarke County, VA
- District of Columbia
- Fairfax City and County, VA
- Falls Church, VA
- Fauquier County, VA
- Frederick County, MD
- Fredericksburg, VA
- Jefferson County, WV
- Hartford County, MD
- Howard County, MD
- Loudon, County, VA
- Montgomery County, MD
- Manassas and Manassas Park, VA
- Prince George's County, MD

- Prince William County, VA
- Spotsylvania County, VA
- Stafford County, VA
- Warren County, VA

#### **Application Deadline**

- All applications must be postmarked by Monday September 9, 2013.
- No e-mail or hand delivered entries will be accepted

#### **Work to be Considered**

All work will be considered including but not limited to two dimensional work (painting, photography, digital imaging, drawing)), three dimensional work (sculpture), performance art and new media. Note that Gallery O on H has a very large outdoor patio-courtyard area including large adjacent brick walls all of which can easily accommodate outdoor sculptures and installation pieces.

#### **What to Send**

- Up to three images of work that you propose showing either in print or on a CD or Jump Drive that is both MAC and PC viewable. If we cannot see the images, the application will be considered incomplete.
- Up to three segments of audio/video that you propose showing, each no longer three minutes in duration on a CD or Jump Drive – note all files must be both MAC and PC viewable
- An artist biography, CV or resume (in print)
- An artist statement (in print)
- Contact information including phone number and email (on CV or resume is acceptable)
- A list of the works submitted with titles, media, and dimensions (in print)
- NOTE- materials will NOT be returned, including jump drives
- A check or money order for \$35 made out to East City Art Media LLC

#### **Where to Send It**

Materials must be submitted by mail or delivered in person to the following address:

**EMULSION**  
**The First East City Art Annual Regional Show**  
**922 G Street SE**  
**Washington, DC**  
**20003**

#### **Delivery and Pick-up**

- Artists are responsible for transporting work to and from the gallery and delivering work during scheduled acceptance times and dates.
- Art works that differ significantly from the images submitted for judging, or are not ready for gallery installation, will be rejected.
- We will not receive shipped work.
- All work accepted for exhibition will remain for the duration of the exhibition.

## **Installation**

- Two dimensional work must be ready to hang and appropriately presented
- All two dimensional work will be installed and dismantled by East City Art and Gallery O on H staff
- Three dimensional work that requires special assistance, plinths, stands or other devices to display work will be installed by artist.
- Any work that requires projection monitors or other non-traditional two dimensional hanging systems will be installed by artist upon delivery.

## **Insurance/Commission**

Gallery O on H will retain a 35% commission on all artworks sold during, or as a result of the exhibition. Artists are responsible for insuring all consigned artwork while in the custody of the gallery from the time they are received by delivery, until the pick-up date. Gallery O on H does not possess consignment insurance and cannot be responsible for damaged, lost or stolen works. We suggest you carry insurance on your work or self insure.

## **Important Dates**

- September 9, 2013 – Deadline for entries (must be postmarked by that date)
- September 27, 2013 – Notification of accepted artists completed
- October 5, 2013 – Last day to respond to notification
- October 7, 2013 – Acceptance list published on East City Art
- October 26-27, 2013 – Artwork delivered to gallery
- November 2-3, 2013 – Work Installed by East City Art and Gallery O on H staff
- November 9, 2013 - Show opens to the public
- January 17, 2014 – Exhibition closes
- January 18-19, 2014 – De-installation/Artist Pick-up artwork
- Note: we will NOT contact you if you have NOT been accepted.

## **About East City Art**

Phil Hutinet began East City Art on January 4, 2010 to document and promote the growing emerging visual arts movement in eastern Washington, DC. The online visual arts journal covers the following areas:

- The neighborhoods of Anacostia, Brookland, Capitol Hill, Deanwood, Ekington, H Street NE, NoMa and Trinidad in DC
- The towns of the Gateway Arts District in Maryland including Brentwood, North Brentwood, Hyattsville and Mount Rainier

Since 2009, the eastern neighborhoods of Washington, DC have become the center of contemporary emerging art in the Washington DC metropolitan area.

East City Art posts press releases about events, openings, calls for entry and coursework on a daily basis. The publication has a dedicated staff of paid writers who interview local artists, lead community discussions and review local exhibitions.

East City Art's mission is to connect local artists with the community at large by creating a dialog between the artist and members of the community. As a community-based publication, East City Art highlights the irrefutable link between economic development and the arts, drawing attention to the

valuable contributions artists, galleries and educational centers bring to neighborhoods. The visual arts provide neighborhood vitality and stimulate local businesses while encouraging residential and retail development. Most importantly, the arts provide a vibrant forum for community discussion, debate and discovery. Notwithstanding the importance of the visual arts as a catalyst for bolstering economic development and strengthening communities, East City Art never loses sight of art's most important role- its ability to lift the human spirit through a common visual language that transcends class, race and gender.

### **About Gallery O on H**

Gallery OonH is a unique indoor-outdoor culture and community space where art, music and the unexpected come together to deliver a fresh approach to retail experience.

The vision for Gallery OonH is actually to be seen as several spaces connected as one. The aim is to be an intersection of culture and fun and will use it as the vehicle to develop the retail space as an artistic and cultural destination.

What started out initially as a plan for a traditional "white cube" gallery exhibiting both self-taught folk art and a variety of local dc artists has grown into something much bigger and much more relevant to a growing a neighborhood community. Our goal is to provide the entire community easy access to unexpected and unique artistic programming and presentations.

*... and what's with the name "Gallery OonH"?*

Well, it is three-fold. First we promote OUR OWN DC artists in a setting that is both friendly and inviting. Second, we support, encourage and promote the self-taught art of local OUTSIDER artists, like David Kane, Quest Skinner, Lee Wheeler, Tiffany Lasley and Cheriff Mamadou as well guest artists including Brian Dowdall and Dr Bob who participate in the annual H Street Festival. Lastly, the "O" stands for OTTO, the principal owner of the gallery who believed in his dream that, in order to make a community stronger, art and music need to be a visible, viable component of the streetscape.

### **Contact**

For all inquiries please direct emails to [editor@eastcityart.com](mailto:editor@eastcityart.com)

**NOTE: We will NOT accept ANY application via email**