

emulsion

2017 PROSPECTUS

EMULSION

The Fourth Annual *East City Art* Regional Juried Show

PRIZES

- **\$2,000 First Place Prize**
- **\$1,000 Second Place Prize**
- **\$500 Third Place Prize**
- **Two \$250 Honorable Mentions**

Entry Fee

An entry fee of \$42.5 paid to *East City Art* Media LLC via Submittable (see below)

Location

PEPCO Edison Gallery located at 702 8th Street NW in the heart of Downtown Washington, DC

Exhibition Dates

- Opening Reception: Fri., March 3
- Snow Date: Fri., March 10
- Closing Reception: Thu., March 16

JUROR

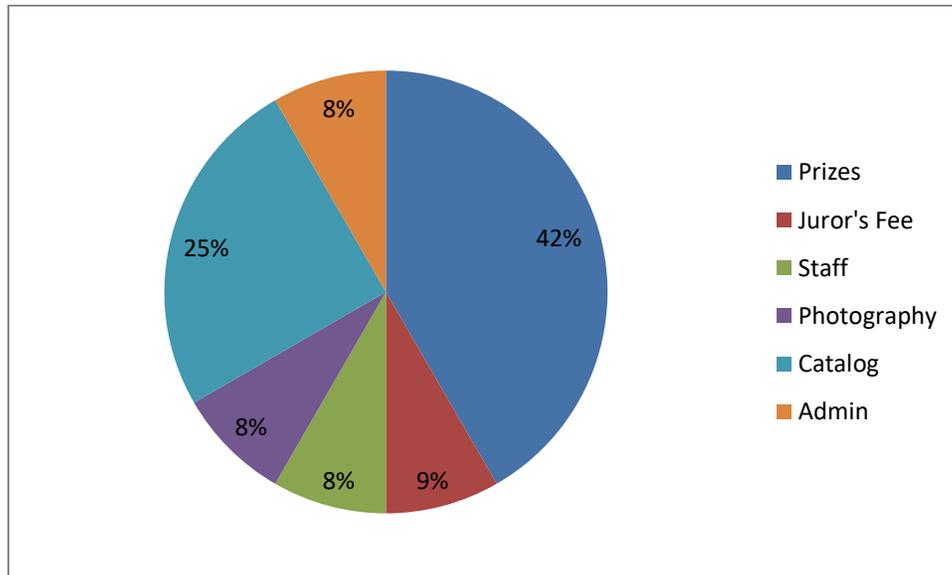
Deirdre Ehlen MacWilliams, Public Art Project Manager for Arlington County's Public Art program

EMULSION 2017 HIGHLIGHTS

- **New, BIGGER location**—To accommodate the increase in the number of applicants for EMULSION, we have contracted the use of the 5,000 square foot PEPCO Edison Gallery. We hope to show a minimum of 40 artists.
- **More Prize money**—We have increased the first prize purse from \$1,500 to \$2,000. We have also added two additional cash prizes of \$250 in the new honorable mention category.
- **Extended Viewing and Extended Programming**—EMULSION 2017 opens on Fri., March 3 and runs through Thu., March 16. That's two full weeks of viewing plus weeknight programming.

How the 2016 Call for Entry Fees Were Used

This is how we used Last year's Entry Fees (in percentage of total broken down by category). **Note: all our costs will increase by 10% in 2017.** This chart is a good predictor of how we will use the fees again this year:



DETAILS

Qualifications

This call for entry is open to all residents 18 years of age or over who reside or create art within 50 miles of *East City Art's* headquarters located at 922 G Street SE. (See Eligibility below for details)

What is an EMULSION?

An emulsion blends two seemingly incompatible substances to produce a third yet distinct substance.
Oil + Egg Yolk = Mayonnaise | Air + Sugar = Meringue | Baltimore + Washington = Regional Art Show!

Advertising and Publicity

EMULSION is a highly publicized event with a generous advertising budget ensuring both a large audience and high media visibility. In addition, *East City Art* will publicize the event through its widely read online and print presence.

About Juror Deirdre Ehlen MacWilliams

Deirdre serves as public art project manager for Arlington's nationally-renowned Public Art program where she develops and manages County-initiated projects and advises on various public art and design enhancement requests. Prior to joining Arlington, Deirdre worked as the public art coordinator for the DC Commission on the Arts and Humanities (DCCA) and for Weitzman Studios.

Deirdre also works independently on creative projects and initiatives. This year, she is the co-curator for *What's Going on Voices of Shaw*, co-curator for the art collection at the Conway Center and curator of Georgetown GLOW.

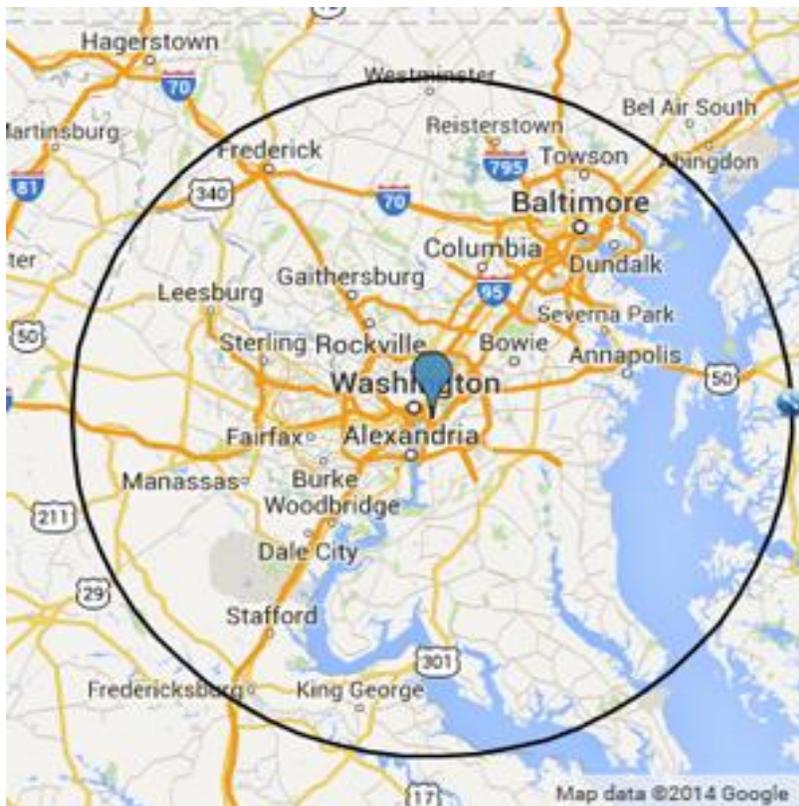
In 2015, she was a project manager for *Finding a Line*, working with local artist and skateboarder Ben Ashworth and the Kennedy Center, the curator of Georgetown GLOW, the curator of Hickok Cole's Art Night and curator and project manager for four new sculptures by Foon Sham located within Golden Triangle. In 2014, Deirdre was the curator for the Foggy Bottom Sculpture Biennial and in 2014 and 2012 was the producer for DCCA's temporary public art program 5x5. She also directs Mid City Artists, a group of professional artists who have come together for the purpose of promoting their art and the mid-city section of DC.

Eligibility

The exhibition is open to anyone 18 years and over who resides or creates art within 50 miles of *East City Art's* headquarters located at 922 G Street SE in Washington, DC. This includes the greater DC and Baltimore region.

If you live on the edge of these areas go to: <http://ow.ly/FzbNW> for an interactive map to verify your eligibility.

Please be patient with the link as it takes a few seconds for the webpage to load.



APPLICATION DEADLINE: MONDAY JANUARY 9, 2017 AT 11:59:59 P.M. EST

How to apply

- Applications must be submitted via Submittable
- Go to <https://emulsion.submittable.com> to submit your entry online
- For technical issues with your application process please contact Submittable at 1.855.467.8264
- All applications must be submitted by Monday, January 9 at 11:59:59 p.m.
- Any entry sent via e-mail will be immediately deleted
- If you absolutely, positively cannot use Submittable and must send a paper entry, please email editor@eastcityart.com and we can determine, on a case by case basis, if we can accommodate your request .

IMPORTANT DATES

- **Entry Deadline: January 9, 2017**
- Juror Review: January 10-23
- Artist Notification: January 24
- Artist Response: January 27
- Acceptance list published on East City Art: January 30
- Participating artist—high-res image of accepted work, artist photo & statement due: January 27
- **Drop-off: Feb. 28 from 8am-4pm**
- Install: March 1-2
- **Opening: Fri., March 3 from 6-8:30**
- Snow Date: Fri. March 10
- Programming: March 3-16
- Closing: March 16 from 6-8pm
- **Strike and pick-up: March 17 8-2pm** or by arrangement
- Unless a special arrangement has been made, artist will forfeit any work remaining at East City Art offices after April 3, 2017

Fees

The application fee is \$42.5

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.

Delivery and Pick-up

- Artists are responsible for transporting work to and from the gallery and delivering work during scheduled acceptance times and dates.
- Artworks that are not the same as the ones submitted for judging, or are not ready for gallery installation, will be disqualified. This includes frames that are not wired for hanging.
- We will neither receive shipped work on your behalf nor will we ship work back to you.
- All work accepted for exhibition will remain for the duration of the exhibition, that is, from February 28-March 17, 2017

Installation

- All work must be hung using the gallery's hanging system. **Any work that cannot be hung using the gallery hanging system or that cannot be placed on a plinth or stand will be rejected. NO EXCEPTIONS.** The walls cannot be altered in anyway by paint, screws, nails, etc. The gallery has some plinths and stands for three dimensional works. Larger works may require the artist to supply their own stand or plinth.
- Two dimensional works must be ready to hang and be appropriately presented. This includes proper wiring or be ready to hang using hooks. Ensure that you piece is properly wired. **Gallery staff will not frame, mount or wire any works and will reject non-conforming pieces.**
- All two dimensional work will be installed and dismantled by East City Art Media staff.
- Three dimensional works that require special assistance or custom-made devices to display work will be installed by artist under the supervision of East City Art Staff.
- Any work that requires projection monitors or other non-traditional two dimensional hanging systems will be installed by artist upon delivery as long as mounting does not require damaging the walls with screws or nails.

Insurance/Commission

East City Art will retain a 30% commission on all artworks sold during, or as a result of the exhibition. All proceeds benefit the East City Art Foundation which sponsors EMULSION and a critical arts writing fellowship.

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. Neither East City Art Media nor its affiliates possess consignment insurance and cannot be responsible for damaged, lost or stolen works. We suggest you carry insurance on your work or self-insure. You will be required to sign an insurance waiver when delivering your work.

About East City Art

Phil Hutinet began *East City Art* on January 4, 2010 to document and promote the growing visual arts movement in eastern Washington, DC. Now East City Art has burgeoned into a full-fledged publication with 60K monthly website visitors and a quarterly print publication with a circulation of 40K copies. The publication covers the entire DC metro area including DC, suburban Maryland and Northern Virginia.

East City Art's writers profile local artists, initiate community discussions and review local exhibitions. Since its inception seven years ago, *East City Art* has emerged as one of the leading voices in DC's visual arts community often influencing larger publications.

East City Art's mission is to connect local artists with the community at large by creating a dialog between artists and members of the community. *East City Art* believes art's most important role lies in its ability to lift the human spirit through a common visual language that transcends class, race and gender.

Contact

For all inquiries please direct emails to editor@eastcityart.com