

emulsion

Prospectus

EMULSION

The Second Annual *East City Art* Regional Juried Show

Prizes

\$1,250 First Place Prize

\$750 Second Place Prize

\$500 Third Place Prize

Two People's Choice Awards

Entry Fee

An entry fee of \$38.50 paid to *East City Art* Media LLC via Submittable (see below)

Location

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

Exhibition Dates

Opening Reception Sat. March 21 | Closing Reception: Sat. March 28

Exhibition on view March 21-28, 2015 with weeklong programming such as panel discussions & artist talks

Juror

Gallery Owner Adah Rose Bitterbaum

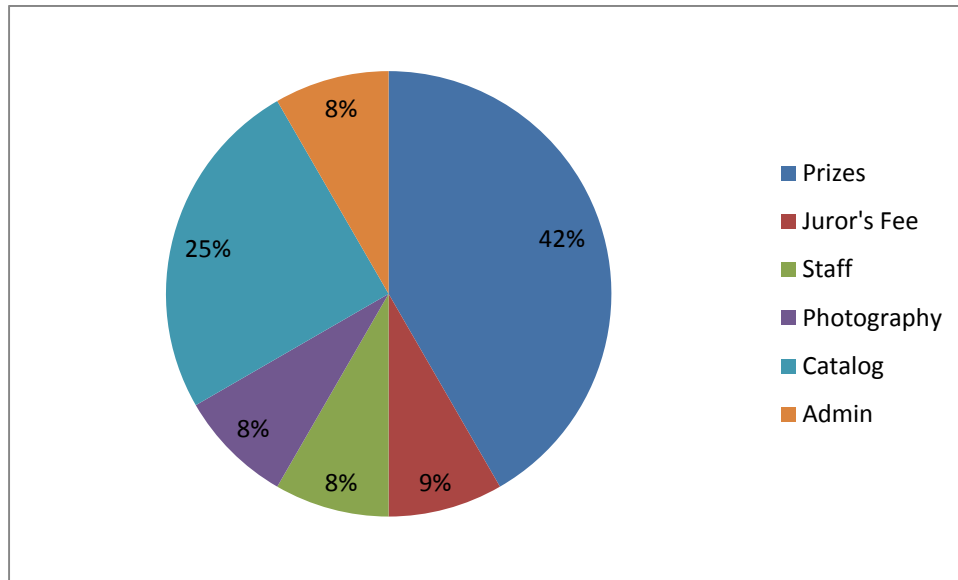
What's New This Year

- **Online Registration**—Applicants will be able to submit their work online via “Submittable” and pay by credit card. It’s quick, it’s easy and it’s what you requested back in 2013.
- **People’s Choice Award**—Just because the juror doesn’t think your number one doesn’t mean the people think the same way! Audience members can choose their two favorite artists through March 27 and vote via text. We will announce the winners on Saturday March 28!
- **Weeklong Programming**—EMULSION opens on Saturday March 21 and closes Saturday March 28 with a whole lot of great programming in between! EMULSION will last one week. It will be intense, concentrated and packed!
- **Opportunity to Show Work in another Commercial Gallery**—Adah Rose Bitterbaum has agreed to show the winner’s work in some capacity in her gallery. This is *your* chance to impress her!

- **Complimentary EMULSION Catalog for ALL Participants**—Because of budgetary restraints last year, we had to sell EMULSION catalogs at cost to participating artists who requested them. This year, every participant gets a *free* catalog. It’s worth the entry fee alone!

How Last Year’s Artist Fees Were Used

This is how we used Last year’s Artist Fees (in percentage of total broken down by category). It 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’s 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 which ensures 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 capturing over 100K readers per month online and in print.

About Juror Adah Rose Bitterbaum

Adah Rose Bitterbaum is the owner and Director of the Adah Rose Gallery in Kensington Maryland. The gallery was founded in September of 2011 as a place to exhibit contemporary art in a variety of medium with a specialty in text based work. The gallery is a dynamic place and hosts artists talks, panels on issues in the art world, maintains an active intern program and shows art in a variety of spaces including

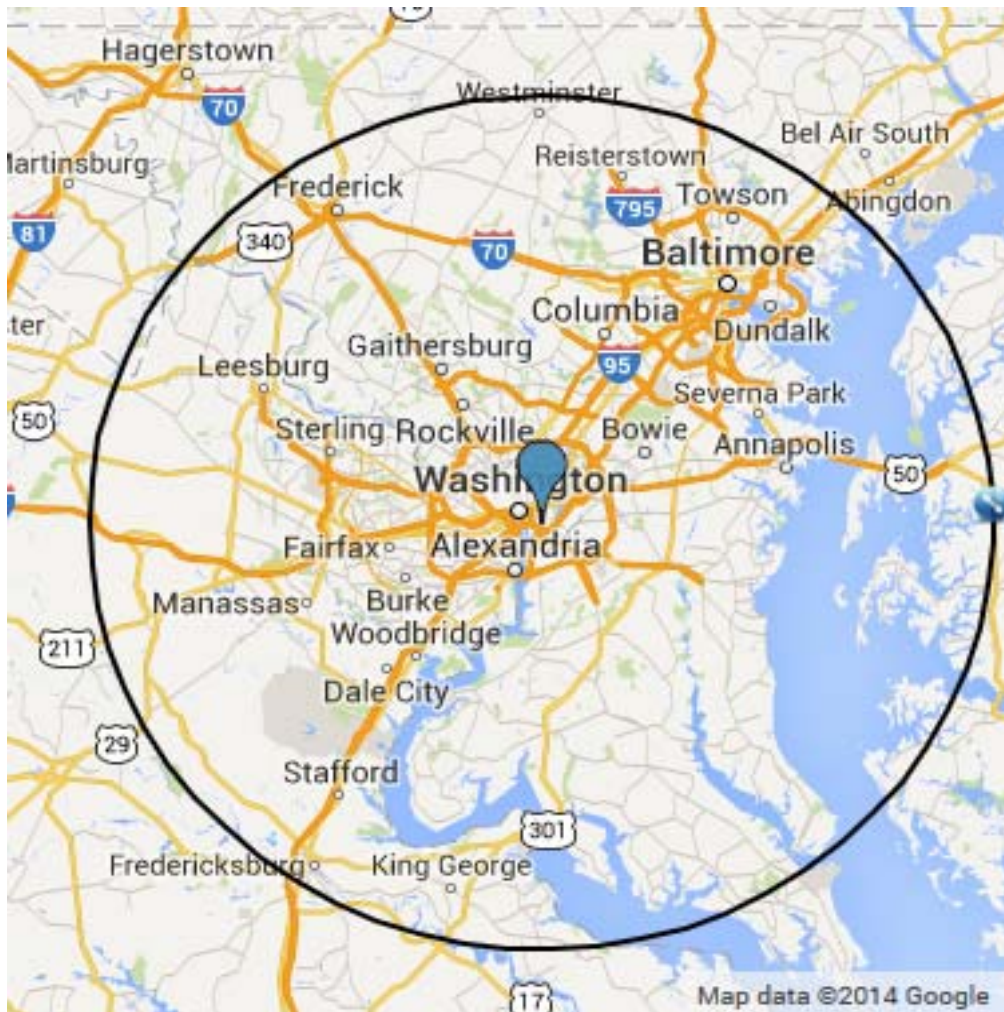
law firms, pop ups and a number of Art Fairs each year including PULSE New York, PULSE Miami, The Silicon Valley Art Fair and the Dallas Art Fair.

The gallery also works with emerging artists and showcases the work of recent MFA graduates in a number of shows each year. The gallery is “user friendly.” They embrace technology, books, zines, fonts, logos, music, film, aesthetics, signage, drawing, painting, screen printing, sculpture, computers and photography. The gallery hopes to create a shared culture and a broad one and values the ideas, comments and critiques of visitors.

Prior to founding the gallery, Adah Rose worked as the Director of Studio Gallery in Dupont Circle for almost four years. Adah Rose has worked as an independent curator for the past seven years. Adah Rose began her career as a lawyer and also worked in Public Health, Education and College Counseling.

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 to load the map.**



APPLICATION DEADLINE: FEBRUARY 15, 2015 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 Sunday February 15, 2015 at 11:59pm
- 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: February 15, 2015
- Juror Review: February 16 - February 28
- Artist Notification: March 2
- Artist Response: March 6
- Drop-off: March 13-16
- Install: March 19-20
- Opening Night: March 21
- Programming: March 23-27
- Closing Night: March 28
- Strike and pick-up: March 29 or by arrangement at *East City Art* offices the week of March 30.
- Unless a special arrangement has been made, artist will forfeit any work remaining at *East City Art* offices after April 6, 2015.

Note: we will NOT contact you if you have NOT been accepted

Fees

The application fee is \$38.50

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, installation pieces and performances.* However work must be freestanding and cannot attach to facades or patio with screws or bolts.

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 subject to review by the juror who will determine eligibility.
- 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 March 21 through March 28.

Installation

- All work must be hung using the gallery's hanging system. Any work that cannot be hung using the gallery hanging system will be rejected. The wall 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 means that its frame is properly wired and ready to hang. Gallery staff will not frame, mount or wire any works.
- All two dimensional work will be installed and dismantled by Gallery O on H staff.
- Three dimensional works that require special assistance or custom-made devices to display work will be installed by artist under the supervision of Gallery O on H Staff.
- 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 40% 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. 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.

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's* writers profile local artists, initiate community discussions and review local exhibitions. Since its inception five 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. 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. *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.

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