

Sanchez Art Center
9th Annual 50|50 Show
Aug 31–Sept 23, 2018

Important Dates

Entry Deadline: Tues May 15, 11 pm PDT
Accepted artists notified: Thurs May 24
Pick up panels, pay \$75 fee:
Sat June 2, 1–5 pm
Day 1 of 50: Mon June 11
Artists' Gathering: Sun July 22, 2 pm
Share your progress and challenges! Bring a sample or two! Postcards will be distributed.
Day 50 of 50: Mon July 30
Confirm label text: Tues July 31
Deliver & install artwork:
Sat-Sun-Mon, Aug 25-26-27, 1–5 pm
Preview Fundraiser: Fri Aug 31, 6–8 pm
Open-Door Reception: Fri Aug 31, 8–9:30 pm
Last day of show: Sun Sept 23, 1–5 pm
Remove artwork: Sun Sept 23, 5–6:30 pm
Mon Sept 24, 1–5 pm

For more information

Call: 650.355.1894
Email: info@SanchezArtCenter.org
Website: www.SanchezArtCenter.org
Visit: 1220-B Linda Mar Blvd
Pacifica, CA 94044
Gallery hours: Fri–Sun 1–5 pm
during exhibits
(except opening Fridays)
and by appointment
Office hours: Tues–Thurs 1–5 pm

ABOUT THE JUROR

Andres Guerrero will serve as juror for the 10th annual *50|50 Show*. Best known for his eponymous **Guerrero Gallery**, artist and curator Andres Guerrero continues to make an impact within the Bay Area art scene as one of the area's leading voices. To the unknowing eye, on entering his current Bayview space, the cavernous warehouse seems a tool of perpetual deflection—redirecting our focus to the objects within the space. Yet for those closer to Andres, each wall and angle is embedded with the gallerist's considered thought, keen eye to craft, and refreshingly DIY approach to labor. And while so much of Andres' work falls behind the scenes and under the larger umbrella of the gallery, his personal practice provides an intimate and rarely seen glimpse into the artist's motivations and background.

ABOUT SANCHEZ ART CENTER

The mission of Sanchez Art Center is to create community through art. Sanchez Art Center was established in 1996 when artists and community members converted an old school into a multi-use arts complex that now includes 3 galleries, 19 art studios, an arts classroom, and the Mildred Owen Concert Hall. Sanchez Art Center offers exhibitions by established and emerging artists. We make art accessible to people of all ages and backgrounds by offering a variety of free exhibitions and lectures, affordable studio rentals, workshops and classes for teens and adults, and after-school classes, summer camps, and in-school art classes for kids, as well as community art projects and opportunities.

SANCHEZ ART CENTER

Open Call for
California Artists

10th Annual

50|50

50 small artworks
in 50 days

Aug 31–Sept 23, 2018

JURIED BY ANDRES GUERRERO
Guerrero Gallery, San Francisco

ENTRY DEADLINE
Tues May 15, 2018
11 pm PDT

50|50 SHOW

Sanchez Art Center (SAC) seeks California artists (18 and older) for its 10th annual **50|50 Show**. Accepted artists will create 50 small works (6" x 6") over the course of 50 days. Each artist chooses a theme for all 50 pieces. Creation of works by participating artists will begin June 11 and end July 30, 2018.

JUROR: Serving as juror is **Andres Guerrero** of Guerrero Gallery, San Francisco.

ENTRY DEADLINE: Tuesday, May 15, 11 pm PDT

ABOUT THE ONLINE ENTRY PROCESS

CaFÉ™ (Call For Entry) provides artists with an easy-to-use system to create a profile with contact information, upload digital images of artwork, and apply to a number of open calls for entry at one time. There is no cost to register your profile, and you can update it at anytime. Your unique login information allows you complete access to open calls that you can apply to from any internet-connected computer.

If you are not already registered with CaFÉ™, go to www.CallForEntry.org to register and create your profile.

To find the online application for 50|50 Show:

Go to www.CallForEntry.org. Click on "View All Calls." Scroll through the list to "10th Annual Sanchez Art Center 50|50 Show" and click on the name.

To Enter:

At the **50|50 Show application page**, you will be prompted to state your proposed theme and describe your medium(s). Themes must not be longer than 10 words. You may also post a description of your work or process (300 characters max, including spaces). Submit 3–10 artwork images in the medium(s) you will use. Choose artworks that are samples of your best work in the medium(s). Image files should be JPEG or JPG files that are under 5 MB, and are 1200 pixels or more on the longest side. CaFÉ™ will scale your uploaded images, creating a thumbnail and a larger image.

If you have difficulties online: Use the Help feature on the CaFÉ™ site or email CaFE@Westaf.org.

ENTRY FEES: A nonrefundable \$25 entry fee is required at the time of entry. An additional \$75 participation fee is due upon acceptance to cover

the costs of materials and publicity.

LIABILITY: Sanchez Art Center carries art insurance up to a maximum of \$150,000 for damage or theft, subject to a deductible of \$500 for which the Art Center will not be liable. The artist must agree to accept the terms and conditions of the policy and to release Sanchez Art Center, its Board of Directors, staff, volunteers, and agents; the Art Guild of Pacifica; and the City of Pacifica from any further liability.

MATERIALS: Sanchez Art Center will furnish each artist with 50 unprimed non-archival medium-density fiberboard (MDF) panels, 6" x 6" with nail holes pre-drilled, and will provide hanging supplies (nails, adhesive putty) and installation templates. With SAC approval, other 6" x 6" panels may be used at the artist's expense (small canvases, etc.) as long as the presentation is professional in appearance and there is a rigid support for the work (i.e., no paper or fabric may be placed directly on the wall). Artists providing their own panels or shelves must still pay the \$75 participation fee. **Variations must be approved by Sanchez Art Center in advance.**

MEDIA: All fine art visual media will be accepted. Artists may prime and paint on panels, or attach canvas, drawings, or watercolor paper. 3D sculptures may be attached to wall-mounted panels, or stand on SAC-approved shelves to be provided and installed by artist. Each piece must fit in allocated space of 6" x 6" x 6". **If your work requires a different approach, contact us for approval as soon as possible. If you have any questions, please call us!**

INSTALLATION: Artists are responsible for hanging and taking down their own works on the scheduled dates (see "Delivering & Installing"). The 6" square panels will be hung unframed, 7 high and 7 across, with 1" between panels. A template will be used to mark off the spacing. One work will be hung separately next to the 49-panel square, and only this 50th piece may be framed (optional). The finished panels should be signed and dated (but not numbered) on the back. Bring a hammer, a level, and a stepladder if you need one (the highest row will be 82" from the floor). Allow 3 hours to install.

DISPLAY MATERIALS—BIO/STATEMENT/TITLES/LABELS: Each artist will prepare an 8.5" x 11" bio and an artist statement to hang next to their 50-panel exhibit. Artists who titled each panel may also hang a

1-page sheet listing titles in the order of display. Artists may also hang a page with thumbnail images in order of display. These pages should be printed on white card stock and hung according to the template provided. SAC will print labels (name, city, theme, medium(s), price) based on text to be provided by artist no later than Tues July 31. No other materials may be placed at your display. No merchandise tables or cards on the wall. No small merchandise items (cards, books, etc.). A group display area will be provided for business cards.

GALLERY SITTING: Each artist will be encouraged to gallery sit from 1 to 3 pm or 3 to 5 pm for one day (Friday–Sunday) during the show.

PRICING & SALES: The 50|50 Show is a fundraising event, and all artworks will be for sale. All works of an individual artist must have the same price (regardless of medium[s]), except the 50th piece if it is framed. Guideline for pricing: \$50 to \$175 each (not mandatory). Minimum price is \$45. Artists have the option of offering 10% off purchases of 2 or more panels. No new work may be substituted for pieces sold; this includes photography. Pre-sales are allowed as long as the pre-sold work is included in artists' displays for the ticketed Preview Fundraiser and the Open-Door Reception. SAC will process sales and sales tax, and will take a 30% commission. Buyers take their purchases with them at the time of sale.

PUBLICITY: SAC will send a press release and calendar listing to print and online media, postcards to its mailing list, and electronic announcements to its email list. Artists will receive 20 postcards each at the July 22 Artists Gathering. Additional cards will be available at cost. An email format invitation will also be provided. Mention on artist websites, blogs, and forums is encouraged.

DELIVERING & INSTALLING: All artwork must be delivered and installed by the artist **between 1 and 5 pm on Sat Aug 25, Sun Aug 26, or Mon Aug 27.** Space locations will be assigned by lottery at the time each artist checks in. Templates will be pre-hung in each space; this will allow all artists to hang their works in the uniform grid pattern used throughout the galleries for this event. No partial deliveries. No wet paintings. NO EXCEPTIONS.