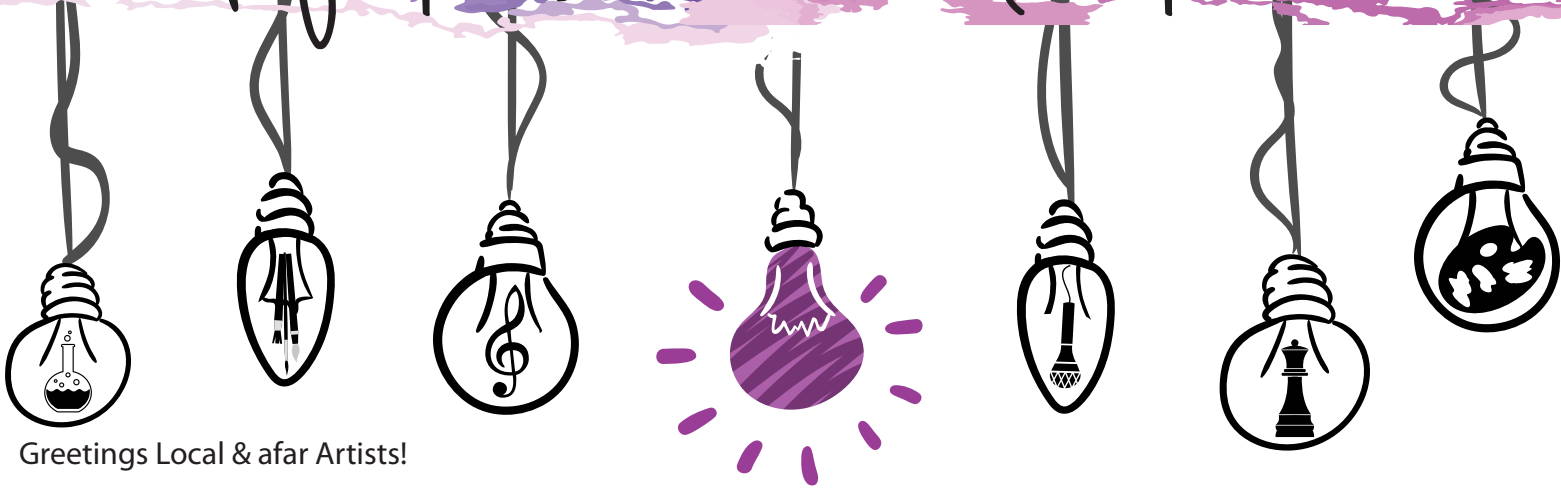


A Purple Notion: a studio experience



Greetings Local & afar Artists!

My name is Zina Martin and I am owner of A Purple Notion located in the historic district of Cedar Hill, Texas. I am writing to invite you to what I am calling "The Great Wall Grab", yes, similar in nature to the "Great Land Grab" of the pioneer days. I'd like to host this as an ongoing project but want to invite you out to display some of your work.

Yes, I know, sort of odd but that's ok. Here at A Purple Notion we like the odd and curious. I'd like to invite you to come out and display a minimum of 2 pieces each, of artwork, different sizes and genres in some of the rooms at our studio. I am not charging like some places are for displaying your work but if it sells then we do have a commission fee. I will have that detailed for you in the following form/application. We will still have actual art gallery shows and receptions, but this is more of an informal way to get some of your work hung and get local eyes looking and mouths talking. This is a community based studio, so I really want to showcase some of you guys and invite the community out as we have several large VIP openings and events in the next two months.

I want to create an atmosphere of comraderie among local artists who have something different and unique to offer. I'll provide refreshments for the evening and post-its for you to "grab" your wall space of your choosing. I want it to be a fun evening and we can sit and talk and share ideas and you can learn about some of the other options we have to offer as well. I invite you to bring any genre of art whther it is written (poetry), fiber or textile, sculpture, 2D or 3D painting, illustration, etc.. Also, feel free to bring a bottle of wine to share! I know this is last minute, but forgive me, time got away from me... I'd love to have you come out anytime next week. PLEASE DO NOT create new work! This is strictly work you already have!

Let me know what days and times work for you and we can put something together quickly.

A Purple Notion was birthed recently as an homage to what was and is affectionately known in Cedar Hill as "The Purple Farmhouse". It was a "historical home" for a private art studio that artist Kenna Prior realized and later transitioned ideas and dreams that blossomed into a creative space, re-imagined by Zina Martin of House of Zina. It is designed to bring the community, local artists, artisans and art enthusiasts of different genres together. Our desire is to have a social gathering place that brings a melange of Arts, Culture and Community based events to the heart of Cedar Hill. We invite local artists, writers, musicians and art and culture enthusiasts to be a part of the vision in creating a social atmosphere of ideas, conversation, creation, community and conundrums.

Welcome to an adventure of "Fine Art, Fun Art and the Curious".

www.apurplenotion.com

201 N. Main St. @ Haswell, Cedar Hill, Texas 75104

studio: 972.637.4340 cell: 469.337.4545



A Purple Notion: a studio experience

"The Great Wall Grab" & Artist Showcases

Additional Information, Rules, Policies and Procedures and Application(s)

Mission:

A Purple Notion is designed to bring the community, local artists, creatives, artisans and art enthusiasts of different genres together. Our desire is to have a social gathering place that brings together a melange of Arts, Culture, and Community based events to the heart of Cedar Hill's historic district.

Model:

Specifically, "The Great Wall Grab" is more of a "hey, hello there, we're new here so come and experience us and see what we have to offer.", as a part of our Grand Opening events for a new arts and entertainment venue in the historic district of Downtown Cedar Hill. Its an alternative to the usual sort of showcase since it will run for about 2 months and rotate after.

We don't charge a monthly fee (for the Great Wall Grab), but the artist takes away 70% of the sales price of their art in the event it is sold. We WILL have official Artist Showcases throughout the year with similar policies to this but they of course will feature specific artists with artist receptions and community lectures. If accepted for the future showcases there is then a monthly fee of \$50. That includes our own social media marketing and advertisements, trained volunteer staffing, well lit rooms and other amenities of our choosing, TBD.

Eligibility:

Artists 16 years of age (and younger during Youth Art Month in March) are encouraged and eligible for submission. New and emerging artists are encouraged to submit. Eligibility is open to all media. Size limit unless already approved is 48" x 36" and not to exceed 50 lbs for hung pieces unless they are sculptrures, again, with specific approval.

Jurying:

A panel of one outside juror and one **A Purple Notion** staff person will determine which artists who submit to the Artist Showcase are accepted annually. A new panel is created each year. If the artist is not accepted, she or he may re-submit for the next jury cycle unless otherwise determined or notified by a juror. Each showcase including "The Great Wall Grab" lasts for a 2 month cycle unless otherwise determined by staff or juror.

Submission Requirements:

Artists must:

~ Submit an **online** application form (see bottom of last page)

NOTE: If unable to use online form, pick up prospectus and application form at

A Purple Notion studio.

~ Please submit an Artist Bio.

NOTE: The Artist Bio is intended to be a short narrative - it does not have to include full lists of education, shows or other information that are usually included in an Artist's resume.

~ Bring 1-5 Pieces of art to the studio ready to hang or display, framed and prepared for exhibit.

NOTE: Bring hanging/display stands & supplies to get artwork on the walls or display stands.

NOTE: For showcases or artist exhibits, more pieces are usually accepted. TBD determined

~ Provide via the online application form or email EITHER: **link to website** displaying representation of artist's portfolio OR **3 Digital images**. See digital image requirements at the end of this brochure.

All submissions must be delivered by the date specified. If the artist passes the jury, then 5 pieces must be put on deposit with the showcase curatorial staff. The curator(s) may help artist select these pieces.

Art pick up and Returns:

All art must be picked up or returns arranged within 5 days after the artist contract expires or upon request of the curator(s).

Art Specification:

~ All art pieces must be framed or suitably mounted for exhibit.

~ Maximum size= (not including frame or mount) 48"x36" **NOTE:** the staff may determine with the artist size limitations.

Labelling:

All art (for both submission and display) must be labelled by the artist with the name of the artist, title of the piece, medium, dimensions, frames are included in dimensions, and price. This information must be firmly adhered to the back or bottom of piece, or if no surface can accomodate the label, given to the curator for filing. Art will be exhibited with a wall label provided by A Purple Notion.

A Purple Notion: a studio experience

"The Great Wall Grab" & Artist Showcases

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Artist Commitment:

Artists are juried into the Artist Showcase for ten months. Accepted artists (Exhibiting Artists) are expected to provide **A Purple Notion** with a 2 month committment renewable automatically for the duration of that year. At the end of the 2 months the Exhibiting Artist has the option to leave the Showcase. If an Exhibiting Artist wishes to return after one or two 2-month renewal cycles have passed, the artist will be placed at the end of the Artist of Interest list. The Artist of Interest list will be given preference for replacing any Showcase artists who decide to leave during that year. All Exhibiting Artists and Artists of Interest artists must re-submit and jury into the following annual cycle.

Submissions Exhibit:

All artwork submitted shall constitute an agreement on the part of the artist to comply with the conditions set forth in the Call to Artists including the following: I hereby release and discharge the staff, employees and volunteers of **A Purple Notion** from any and all claims occasioned by damage or loss of said artwork while in possession of **A Purple Notion**.

Participation Fees:

There is no submission fee for "The Great Wall Grab". Exhibiting Artists are charged a \$50 participation fee per month for deposit of art pieces. Artists of Interest do not pay fees unless they become Exhibiting Artists.

Showcase Exhibit:

The curatorial staff will rotate work of the Exhibiting Artists monthly. Each successive show dovetails with the following month's Art Walk. Each artist has 1-5 pieces on exhibit in any given month per the curator's discretion. The number on exhibit depends on the size and nature of the pieces (i.e. a series, triptych, etc.) and is entirely at the discretion of the curator for hanging in the Showcase. The curator(s) reserve the right to ask the artist to switch out any of the 5 deposited pieces should the need arise. The artists' work is exhibited with their bios and statements.

Pricing and Staffing:

The artist determines the price of the work. If an artist is unsure of pricing, the staff can assist in determining a fair value of the art sale in the current market. **A Purple Notion** will train staff and docents to provide interactive engagement with **A Purple Notion's** patrons in discussing the art and artist, and be trained on sales transactions. Professional staff will be added as funds are available.

Payments to Artists

A Purple Notion pays the artist a wholesale price equal to 70% of the artist's price when there is a sale. **A Purple Notion** will collect from the buyer, and pay, appropriate sales tax for the purchase. Payments to artists will occur by certified check or PayPal, etc. within 2-4 weeks after the date of the sale of any artworks.

Website Support:

The Artist Showcase will have a page on **A Purple Notion's** website. The webpage will consist of current showcase artists and a representative image of the artists' artwork; both will be linked to an individual web page for the artist. The artist web page will include an Artist Statement and brief bio, images of the artist's works (5 Maximum), and a link to the artist's website (if applicable). In order to help personalize the Artist web pages, the artist may also provide one additional image - a portrait of themselves (optional). All communications regarding the setup and maintenance of the web pages is to be sent to **A Purple Notion's** Owner, zina@houseofzina.com. This includes any images of the artwork as attachments to an email message. Please review **Digital Image Requirements** at end of this brochure for details.

Artist Talks and Demonstrations:

Artists participating in the Showcase are encouraged to take part in the Artist of the Month demonstration/ presentations as part of their participation in the Artist Showcase. The Showcase committee will select from interested artists, 4-6 artists to participate in the Artist of the Month. Each participating artist will have additional wall space for presentation of their work and be required to either demonstrate their art or present a talk on their art. Artist of the Month demonstrations/ presentations will be promoted through the normal publicity channels of **A Purple Notion**.

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"The Great Wall Grab" & Artist Showcases

Additional Information, Rules, Policies and Procedures and Application(s)

Digital Image Requirements:

A Purple Notion requests artists to provide digital images of their artwork for several different purposes:

- ~ Entries for Juried Shows - Please note that even though juried shows require digital images of the artwork to enter the show, awards will be judged from the original artwork.
- ~ Website pages for artists showing in the Showcase gallery
- ~ Website pages for artists showing in the Exhibit Gallery. (Invitational or Juried)
- ~ **A Purple Notion Calendar** & Newsletter
- ~ Social Media and internet based publicity for shows and events.
- ~ Printed publicity media for shows and events (posters, fliers, postcards, etc.)

Each of the image uses listed above may have different image requirements, which are generally categorized as follows:

- ~ **Website** - due to screen resolution, this is the lowest resolution requirement.
- ~ **Jury** - images to be viewed by jury to select art for a show- higher resolution than for the website, but lower than for printed materials
- ~ **Printed media**- (newspaper, posters, brochures)
Highest image resolution /quality requirement.

Image Transmittal

Images are normally sent as an attachment to an email or for some juried shows an online entry system may be used. If needed, communicate directly with the webmaster at: zina@houseofzina.com. If the artist cannot provide images electronically, arrangements can be made to submit the images via flash drive or CD to **A Purple Notion**.

Ensure that images sent electronically are not embedded in a document or body of an email message; the image files must be inserted as attachments and full image size. Make sure that the email message is in Plain Text format (not HTML or Rich Text) before sending an email with image file attachments. Regardless of the transmittal method used, the following information is required for each image supplied.

cont'd

- ~ Artist Name
- ~ Title of the Artwork
- ~ Medium used for the artwork (acrylic on canvas, welded steel, etc)
- ~ Artwork Dimensions

Image Requirements:

It is essential that your digital images provide a good representation of your artwork. This is especially important when the artwork is being considered for entry in a juried show. The color must be as accurate as possible.

File Naming:

File name must be submitted in the following format:

LastnameFirstinitial_Title.jpeg

For example - the filename for an image submitted by John Adams, for an artwork titled "House with Crow" would be: "**AdamsJ_HouseWithCrow.jpg**"

Do not use spaces or special character in filenames, use initial capitals for each word in the title and be sure to include the filetype extension for each image.

Images for Website Use:

All images for use on the website of A Purple Notion website must be formatted to the following specifications:

- ~ **Dimensions:** Not less than 1024 pixels on the longest side, at 72 pixels/inch
- ~ **File Format:** Save all images as Baseline Standard JPEG. Do not save as a Progressive JPEG.
- ~ **Color Space:** Save images in an RGB color space, preferably sRGB.

Images for Print Media:

Some images to be used for printed media may also be used for the website, but will have a higher resolution/quality requirement for use as printed media. The specific requirement will be determined by **A Purple Notion** and will be communicated to the artist before the images are requested.

Following are the general guidelines for print media:

- ~ JPG/JPEG, TIFF, PNG, PDF
- ~ at least 300 pixels/inch
- ~ Poster size should be at least 2500 pixels or 8.5 MB-10 MB
- ~ Brochures at least 1000 pixels or 2MB-3MB