



Upfront Gallery

Nr. Hutton in the Forest,
Penrith, Cumbria CA11 9TG
Tel. 017684 84538
info@up-front.com



“THE 11th UPFRONT CUMBRIAN ARTISTS OPEN EXHIBITION”

(Thursday 19th January – Sunday 4th March 2012)

Selected 2D work by artists living in Cumbria

Thank you for your interest in our exhibition. The purpose of the show has always been to promote the wealth of artistic talent that we have within our county and to demonstrate the cross section of this talent. We always hope for an eclectic mix of work in various media and styles, from both professional and non-professional artists.

The final works chosen for the exhibition will be part of a show filling all of our Gallery spaces. This annual exhibition has become more popular each year and attracts visitors from both inside and outside the county. The standard of entries is always high and with a different panel of judges each year, no two exhibitions are ever the same. We usually receive up to 400 entries and from these approximately 100 -150 are selected for the final exhibition.

Artists are invited to submit up to 3 pieces of work. Entry is free. There will be a hanging fee of £10 for each piece of work selected for the exhibition (£25 if all three are selected). A photograph of each work to be submitted should be sent to the Gallery, either by post or as a jpeg email attachment. Images emailed should be about 300dpi and no larger than 2MB (all emails will be acknowledged as safely received). Two images of one work may be submitted, if required, to show the texture, surface or form of the work from a different angle. All email images must be **labelled** with the artists surname first, followed by initials & then the title of the work, so that they can be filed & identified correctly for viewing. Images will be returned if they are not labelled. A completed entry form must accompany the submission. All work must be available for sale and have been produced during 2010 & 2011. The selling price must be set to include the Gallery commission which is 35% of the selling price.

Entry forms and images must be received no later than **Sunday 4th December at 5pm.** Artists will be notified by **Sunday 18th December** if their work has been selected for the exhibition. This will be done by email, or by telephone for anyone who does not use email. Please confirm safe receipt of any email notification. Photographs will only be returned if they are accompanied by a stamped, self addressed envelope. Please be aware that we will only contact the artists whose work has been selected. However everyone is welcome to attend the Preview evening on Wednesday 18th January.

Artists who have had their work selected must arrange for the original piece of work to be delivered to the Gallery on **Saturday 7th** or **Sunday 8th January** between the hours of 10:30am and 4:30pm. It must be signed in and a (£10, £20 or £25) hanging fee must be received. The Gallery reserves the right to refuse any piece of work that differs greatly from the photographic entry.

All work selected for the exhibition must be framed, unless they are box canvasses when the artist may feel that the work is better unframed. Work needs to be fitted with a strong hanging cord and the artist's name, title of work, medium and selling price must be stated clearly on a parcel tag attached to a long string. This is necessary to allow the label to hang over the face of the piece of work during the hanging of the show, so that it can be easily identified for the final gallery labelling.

The exhibition will have a Preview on the evening of **Wednesday 18th January at 7pm**, to which all entrants are invited. Results of the selection panel's choice for prizes and commendations will be announced. There will be a prize of £500, for the artist whose piece of work the judges feel is the best in the exhibition. A prize will be awarded to an artist for the best submission of three pieces of work. A prize will also be awarded for the best piece of contemporary/investigative /non naturalistic work. The prize categories may be altered by the Gallery if insufficient high quality entries are received.

The exhibition will open to the public on Thursday 19th January. During the exhibition visitors to the Gallery are asked to vote for their favourite piece of work and a prize is awarded at the end of the exhibition to the artist who receives the most votes.

The exhibition will close on Sunday **4th March 2012**, at 4:30pm. All work that is not sold must be collected on Sunday, **after** we close at 4:30pm and up to 6:30pm. Alternatively work can be collected on **Monday 5th March**, between 10:30am and 2:30pm. We request that all work is collected during the times specified as we will be in the process of hanging the next exhibition and there is no storage available.

The Gallery will endeavour to keep all sold work in the show until it closes on 4th March, however artists must accept that circumstances do not always allow this to happen. The exhibition attracts visitors from out of the county who purchase work and need to take it away with them.



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Artists Entry Form

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Please complete in **capital letters** and return to the Gallery, via post or email, with your photographic submission. If you have email we will automatically send you information next year.

NAME

ADDRESS

TEL NO.

EMAIL

NUMBER OF WORKS TO BE SUBMITTED:

Photographic Print / Jpeg Image (delete as appropriate)

Please label each image in the correct order for ease of filing and identification:

Surname, Initials, Title of Work, Medium, Selling Price

Jpeg submissions need to be 300dpi and less than 2MB in size.

1.

2.

3.