



# Upfront Gallery

Nr. Hutton in the Forest,  
Penrith, Cumbria CA11 9TG  
Tel. 017684 84538



## “9<sup>th</sup> UPFRONT CUMBRIAN OPEN EXHIBITION”

**Tuesday 19<sup>th</sup> January – Sunday 28<sup>th</sup> February 2010**

Thank you for your interest in our exhibition. The intention of the show is to promote the wealth of artistic talent within the County. The final works chosen and exhibited, will be part of a show filling all four of our Gallery spaces. The show will be advertised and promoted in an attempt to draw visitors from both inside and outside the County.

This annual exhibition has become more popular each year. The standard of entries is always high and with a different panel of judges each year, no two exhibitions are ever the same.

Artists living in Cumbria are invited to submit up to three pieces of 2D work for selection by an independent panel of judges. This year the judges will be led by Mr. Tom Robb, A.R.C., F.R.S.A. retired lecturer from Hornsea College of Art. He is delighted to be asked to visit the county from London and is looking forward to seeing a cross section of Cumbrian artists for the first time. We usually receive about 400 entries and from these approximately 150 are selected for the exhibition.

The entry fee is £5 per piece of work. Formal confirmation that you wish to submit work must be made on the accompanying form and returned to the Gallery by 31<sup>st</sup> December. **Please** do not send payment with your application form, we would like payment in cash as you deliver your work. In the present economic climate we are trying to keep the bank charges as low as possible to enable us to generate as much cash flow as possible for prize money, expenses for judges and hanging costs.

All work submitted must be available for sale and must have been produced during 2008 & 2009. The selling price must be set to include the Gallery commission, which is 35% of the selling price.

All work submitted must be framed and fitted with a strong hanging cord. The artist's name, title of the work, medium and selling price must be stated. These must be clearly written, in **capital letters**, on a stout parcel tag or similar and attached to each picture with a length of string, allowing the label to hang over the

face of the picture when hung. The reason for this is to facilitate the hanging of the final show, as this will take place in a short period of time.

Please will entrants who qualify to be considered for the special student prize clearly put on their labels - "STUDENT".

Work must be brought to the Gallery on Wednesday 13<sup>th</sup> January between the hours of 10:30am and 6:00pm. Judging will take place on Thursday 14<sup>th</sup> January. Results of the selection will be available on Friday 15<sup>th</sup> January. Please telephone the Gallery between 10:30am – 4:30pm. Two telephone lines will be available to aid queuing (017684 84538 or 017684 84633). Work not selected must be collected on the Friday, between 10:30am - 4:30pm **or** Saturday 16<sup>th</sup> January between the hours of 10:30am – 2:30pm. We have very limited storage space and cannot guarantee the safety of any work left beyond this period of time.

Please be aware that the gallery coffee shop will not be open.

The exhibition will have a Preview on the evening of Monday 18<sup>th</sup> 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 of £250, donated by Cumbria University, Faculty of the Arts, will be awarded to a full time student, who is studying art at "A" level or Degree level. Students must be studying in Cumbria or living in Cumbria and studying elsewhere, please complete the appropriate section on the application form. Any work submitted by a student does not have to be for sale as it is understood that such work may be required for submission for examination assessment. As this is a new category to encourage student submissions, the gallery retains the right to re- allocate the prize in the event of not enough entries from which to make a choice. Artware of Penrith and The Cumberland Pencil Company have kindly donated prizes, they have supported the exhibition for the past nine years. This year we have also received support from Cumbria Tourist Board, who have kindly offered to select 12 paintings from the exhibition, to feature one each month on the cultural pages of their website. You must delete the appropriate words on the application form for your work to be considered, as photographic images of the work will need to be taken.

The exhibition will open to the public the Tuesday 19<sup>th</sup> January. During the exhibition visitors to the Gallery are asked to vote for their favourite painting and a prize is awarded at the end of the exhibition to the artist whose piece of work receives the most votes.

The exhibition will close on Sunday 28<sup>th</sup> February 2010, at 4:30pm. All work that is not sold must be collected on Sunday, **after** we close at 4:30pm and up to 7pm. Alternatively work can be collected on Monday (1<sup>st</sup> March) between 10:30am and 2:30pm. We request that all work is collected during the specified times as we will be in the process of hanging the next exhibition and we will not have any storage available. Please note that work cannot be removed from the exhibition during the Gallery opening hours of the final day - the show is advertised as open until

4:30pm, we therefore request that all work (unless sold) remains until the final closing time. Some visitors travel long distances to see the show, even on its final day. Purchasers also arrive on the final day to collect work before 4:30pm and this is a normal part of our staffing arrangements. Policing the removal of unsold work at the same time as collection of sold work is impossible and raises security issues.

The Gallery will endeavour to keep all sold work in the show until it closes on 28<sup>th</sup> February, 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.

To help security and to make sure our information is up to date and accurate, please will every entrant sign the exhibitor's information sheet when bringing work in for selection. We input the information from your application forms into our computer system and we need to confirm that the number of paintings and titles are still correct. You will also be required to sign the same sheet before being allowed to remove any work from the Gallery. If you are asking anyone else to deliver or collect your work, please make sure that they know to sign on your behalf.



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## Artists Entry Form

### “9<sup>th</sup> UPFRONT CUMBRIAN OPEN EXHIBITION”

(Tuesday 19<sup>th</sup> January – Sunday 28<sup>th</sup> February 2010)

Please complete in **capital letters** and return to the Gallery before 31<sup>st</sup> December.  
Your entry fee of £5, per work submitted, will be collected when work is delivered  
(payment in cash, please).

If you have email we will automatically send information to you for next year.

NAME

ADDRESS

TEL NO.

EMAIL

NUMBER OF WORKS TO BE SUBMITTED - TITLES, MEDIUM & PRICE  
(maximum of 3 pieces of work)

1.

2.

3.

I do/do not want images of my work to be considered for display on the Cumbria  
Tourism website.

I do/do not qualify for the student prize.

Course .....

School/College/University .....