



**PITTSBURGH
SOCIETY
OF ARTISTS**

Tone It UP!

Pittsburgh Center for the Arts

6300 Fifth Avenue

Pittsburgh, PA 15232

May 11 – July 22, 2012

Opening Reception:

May 11, 2012 5:30 to 8:00 PM

In light of the recent heated political discourse and violence like the shootings in Arizona this past year and the Occupy Movement, government and media have suggested that we the public need to "Tone it DOWN." In response to this, Pittsburgh Society of Artists presents an exhibition asking artists to ***Tone It UP!*** PSA challenges our members and members of the other guilds to step outside of their comfort zones, pump up the volume and be loud by creating works that express what you the members are truly passionate about. The subject might be political, environmental, cultural, etcetera. The options are open as long as the artists' passions are expressed in the work.

The exhibit is open to PSA members and members of all of the artists guilds of PF/PCA. Artists are encouraged to work in any and all media, including installation, film and video. Our goal is to get a broad selection of artists and media telling compelling stories about what makes each of us passionate.

Juror: Greg Harrison

Mr. Harrison is currently the Chair of the Department of Art & Design at California University of PA. He is a graduate of the Art Institute of Pittsburgh with an Associates degree and received his Bachelor of Arts from California University of PA. He then completed his Masters in Fine Arts at Edinboro University of PA.

Awards: Three awards will be selected by the juror.

Sales: The PF/PCA will conduct all sales during the exhibit dates. Artists receive 55% of the sale price (PCA receives 45%) and all work must be for sale.

Insurance: PF/PCA provides insurance coverage for artwork while on exhibit, upon their receiving your Condition Report, completed and signed at the time of drop-off. PF/PCA will insure artist's commission of the work. Works must be installed by PF/PCA personnel or under the supervision of PF/PCA staff.

Processing Fee: \$20 fee required for up to two submissions for PSA members (\$35 for non-members.) Make checks out to Pittsburgh Society of Artists or PSA.

Eligibility: Work by all Guild Members in any media will be accepted for submission.

Work must be original and must not have been previously shown within 150 miles of Pittsburgh and should either be created specifically for this exhibition or suited to the theme.

2-D pieces must be exhibit-ready, professionally presented and ready to hang.

3-D works must be exhibit-ready and come with clear presentation instructions.

All film and video must be in QuickTime format.

PF/PCA reserves the right to remove work deemed unfit to install.

Digital Entry Regulations:

- Artists may enter up to two pieces for consideration.
- All work will be juried by digital submission.
- All work will be subject to final approval by the juror and representatives of PF/PSA and PCA curator.
- Work that differs from the digital image it represents will be rejected.

Please make sure you follow the instructions for entry and ensure that your images are of the highest quality. Pittsburgh Society of Artists and PF/PCA retain the right to reproduce and distribute the images to print and electronic media for publicity, documentation, and educational purposes.

Each 2-D entry must be represented by one full digital image. Small and intricate works may include a close up, along with the full image.

Each 3-D artwork by 2 images (2 different views).

Installations artists must state total space requirement on the entry form.

All film and video must be in QuickTime format. Entries must be limited to 10 minutes in length.

Submissions must be delivered (by post or hand) to PCA by March 16, 2011 at 4:00PM. Note this is not a postmarked date.

Be sure to include a self-addressed, stamped business-sized envelope for return of your disc. Notification will be emailed or phoned to artists

March 30, 2011. If selected, delivery of works to the PF/PCA is on **April 29, 2012**, from 2 PM-4:30 PM at Pittsburgh Center for the Arts

Digital Image Submission Instructions:

Each image should be clearly focused on a neutral background and accurately reflect the work submitted.

Use of photo-editing software, except for the purpose of cropping the image is prohibited.

All files should be in .jpg format for 2D and 3D artwork.

All files should be at 300 dpi with the longest side of the image no more than 8 inches.

When naming files, list your last name, followed by your first initial, and number of your entry, follow that with an underline, then the title of your artwork. Do not use special characters like periods, commas, slashes, pound signs, asterisks, etc. in your file names.

Example of a 2D entry would be:

SmithJ1_title of work.jpg or SmithJ2_title of work.jpg

Examples of a 3D work would be:

SmithJ1view1_title of work.jpg or SmithJ1view2_title of work.jpg

Example of film or video would be:

SmithJ_title of work.mov

Write your name directly on the CD, as well as on the CD case/envelope.

Calendar:

March 16, 2012 – Digital Entries due to the PSA by 4:00PM! This is **not** a postmark date, but a firm delivery date. Please mail entries to PSA, 6300 Fifth Avenue, Pittsburgh, PA 15232

March 30, 2012 – Notification sent to artists via email or phone

April 29, 2012 – Drop-off accepted works 2 PM-4:30 PM at Pittsburgh Center for the Arts

May 11, 2012 – Reception 5:30 to 8:00PM

July 22, 2012 – Exhibit Closes

Pick-up at the end of the show: Sunday, July 22, 5:00PM to 7:00PM. No early birds.

Artists must pick up unsold work at the scheduled time at the close of the show unless prior arrangements have been made with PSA or PF/PCA staff. Artworks not picked up within scheduled return times will be placed in storage at the artist's risk and expense. A \$25.00 per day storage fee will be assessed. Artworks remaining after 30 days become the property of PF/PCA.

**For additional information please contact
Exhibitions Chair, Bernie Pintar**

exhibitions@pittsburghsocietyofartists.org

Co-chair Susan Sparks

Suzie.sparks@zoominternet.net

Pittsburgh Society of Artists

6300 Fifth Avenue

Pittsburgh, PA 15232

pittsburghsocietyofartists.org



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ENTRY FORM

Last Name _____

First Name _____

Address _____

City _____ State ____ Zip _____

Phone _____

Email _____

Payment Enclosed _____

Checks: (PSA members \$20) made payable to Pittsburgh Society of Artists (\$35 for nonmembers of PSA)

I have read the PSA prospectus for Tone It UP! and agree to all the requirements and conditions set forth.

Signature _____

Date _____

Title 1:

Year Completed: _____

Digital File Name:

Materials Used:

Technique:

Size: _____ H x W x D (inches)
Installations must state total space needed

Digital photographer credit? Yes ___ No ___

Photographer name: _____

Retail sales price: _____

Title 2:

Year Completed: _____

Digital File Name:

Materials Used:

Technique:

Size: _____ H x W x D (inches)
Installations must state total space needed

Digital photographer credit? Yes ___ No ___

Photographer name: _____

Retail sales price: _____

Mail Entry Forms along with digital entries to:

Pittsburgh Society of Artists

6300 5th Avenue

Pittsburgh, PA 15232

All entry materials must be received at PCA by
4:00 PM, March 16, 2012.

Artists may enter 2 pieces of their work.

Please include a current, correct email address for prompt notification of acceptance of work.

If you would like your Entries returned to you, please include a self-addresses, postage paid envelop for mailing.

Calendar:

March 16, 2012 – Digital Entries due in the PSA Office before 4:00 PM

March 30, 2012 – Notification sent to artists via email or phone

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Check List:

[] CD with images

[] Check made to PSA

[] List of works and artist's contact information