

CALL FOR ENTRIES



Flip Side

Fundraiser & Exhibition

Nov. 10 - Nov. 19, 2017

Free Private Artist Viewing:
Thursday, Nov. 9, 4:00-5:00 pm

Ticketed Preview Party:

“Preview, Purchase, Party”

Thursday, Nov. 9, 6:00-8:30 pm

*Purchasing of artwork begins at
6:00 pm for only ticketed attendees.*

Admission: \$40 ticket

Flip Side

Fundraiser and Exhibition

Artwork delivery period:

September 5 - October 15, 2017

All artwork created and donated by
international and local artists, local
celebrities, designers, students, children,
and YOU!

Collectors will be delighted to learn the
identity of the artists only after purchasing
and seeing the signature on the “flip side”
of the piece!

Frequently asked questions:

Q. How do I enter my artwork?

A. Complete both of the artwork submission forms and attach them to the back side of each piece you enter. Please wire the back of all stretched canvases for hanging.

There is no fee to enter!

Mail or deliver your artwork before
October 15, 2017 (Postmarked Oct. 14) to:

**Main Line Art Center
746 Panmure Road
Haverford, PA 19041
Re: Flip Side Exhibition**

Q. Do I need an art background to enter?

A. No. We want everyone of all ages and skill levels to participate.

Q. Can I enter more than one piece?

A. Yes, the goal is to gather many pieces of original 8” x 8” works of art. Each person may enter up to 4 artworks.

Q. Can my piece be 3D (three dimensional)?

A. Yes. 8” x 8” x 2”. If your piece is smaller than 8” x 8” please mount it to a 8” x 8” board or support. Depth can be no more than 2”.

Q. Can I enter a metal, mosaic, glass or ceramic piece?

A. Yes! Please keep in mind that if your ceramic, mosaic, glass or metal artwork (or support board) is very heavy or thicker than 1/4” please drill holes or wire the back to accommodate hanging hardware.

Q. If I do works on paper, can I enter un-mounted works?

A. No. All works on paper must be mounted.

Q. Can I enter framed works?

A. No. Do not frame your artwork.

Q. Do I add hanging wire to my canvases?

A. Yes, all stretched canvases should be wired on the back for hanging.

PROSPECTUS

Prospectus:

www.mainlineart.org/exhibitions in artist opportunities

Mail or deliver your artwork no later than Sunday, October 15, 2017 (post-marked by October 14) to:

**Main Line Art Center
746 Panmure Road
Haverford, PA 19041
RE: Flip Side Exhibition**

Questions:

**Chelsea Markowitz,
Exhibition Assistant at:
cmarkowitz@mainlineart.org**

***Show your artwork
in our award-winning
galleries!**

***Make art and build
community!**

***Support Main Line Art
Center!**



Main Line Art Center

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Purchasing opens at 6:00 pm for only ticketed attendees. Admission: \$40 ticket

About the Exhibition

Main Line Art Center in Haverford, PA kicks off their bi-annual international small art phenomenon with hundreds of original artworks, made and donated by local celebrities, international and local artists, designers, college students, children, and YOU. Collectors will be delighted to learn the identity of the artists only after purchasing and getting to see the signature on the back of their piece....the “flip side”! The event runs from November 10 through November 19, 2017.

Support Main Line Art Center and help us build an incredible exhibition of hundreds of creative pieces by everyone in our community and beyond! All artwork will be sold for \$40 each, which goes directly to support Main Line Art Center.

Artwork entries will be accepted September 5

through October 15, or if mailed, postmarked by October 14, 2017. All entries that arrive by the deadline will be included in the exhibition. MLAC reserves the right not to exhibit works if they do not meet the specifications.

Submitting Artwork

Each artwork must be exactly 8” x 8” square inches, or mounted to an 8” x 8” board, **signed only on the back**, and exhibited anonymously. All entries will be accepted, exhibited in the gallery, and offered for sale to the public for \$40 each to benefit MLAC. **Artist names will be revealed to the buyer only upon purchase when they view the flip side!**

Eligibility

All artists of any age are eligible to participate and their work will be included as long as it meets specifications and arrives to the Art Center before the October 15, 2017 deadline (or if mailed, postmarked by October 14). Artists may submit up to 4 artworks of any medium, 2D or 3D (up to 2” deep). All artwork must be original and must be created or mounted on an 8” high x 8” wide canvas or board. Stretched canvases must be wired for hanging on the back. Please indicate the orientation of your artwork for display by placing an arrow pointing up in top-right corner. **Sign your artwork only on the back, not visible on the front of the piece.**

**No Glitter or un-fixed charcoal/pastel!*

8” x 8” boards are available for purchase at the MLAC front desk for your convenience.

Sales

All artwork will be priced at \$40 each which all goes directly to support Main Line Art Center. Patrons who attend the ticketed Preview party will be able to start purchasing artwork at 6:00 pm on Nov. 9. The exhibition will be open to the public on Nov. 10. After paying for their pieces, the buyer will present their receipt to MLAC staff members who will remove their purchased works from the wall. Buyers will be able to take their artwork home that day. After the sold pieces are removed from the gallery, 8” x 8” signs will be hung in place of the sold artwork with a label indicating the sold artwork’s artist name. No buyers are allowed to touch the artwork or remove the artwork from the wall; all art handling will be by MLAC staff only, and artists names will not be revealed until the buyer purchases their piece. A digital presentation of all the artwork in the exhibition will be running concurrently in the gallery throughout the exhibition, so even after pieces are purchased, they can be viewed.

For questions or more information email:

Chelsea Markowitz, Exhibition Assistant
cmarkowitz@mainlineart.org / 610.525.0272, ext. 116

2017 Flip Side Exhibition

Artwork Submission Forms

Please fill out completely and deliver or mail this form in with your artwork. Please also fill out and attach **both** art labels to the back of each piece of artwork you are submitting. This label is for MLAC use only.

Name: _____

Address: _____

Phone: _____

Email address: _____

How many pieces are you submitting: _____

Medium/Type of artwork _____

How did you hear about this exhibition

Artwork information

Title: _____

Medium: _____

I have read all the frequently asked questions and all information about this event on our website

Inventory # (to be filled in by MLAC staff) _____

Artwork information:

This label will stay on the artwork and be given to the purchaser of your artwork. Feel free to also attach a business card or other information to share with the buyer

Artist Name: _____

Title: _____

Medium: _____

Inventory # (to be filled in by MLAC staff) _____