

Mendocino Area Parks Association *Arts for the Parks* Mendocino

Welcome to the first annual *Arts for the Parks* Mendocino competition and show. This event will focus on the beautiful California State Parks which are located in Mendocino County by showcasing the artworks of the artists who live here or who visit these parks from out of the area. The event is being sponsored by the Mendocino Area Parks Association (MAPA), which provides volunteers and funding for educational and interpretive work in the parks. Your participation in this event will help us to raise awareness and funds for our many supportive programs, including: Junior Rangers, Campfire Programs, Nature Walks/Talks, School Field Trips, In-school Programs, Living History Programs, Park Interpreters, Volunteer/Docent Councils and Trainings, Exhibits, Interpretive Trail Signage, and six Museums/Visitor Centers.

The *Arts for the Parks* Mendocino event will kick off with a gala awards banquet weekend held at Town Hall and Pentecost Hall in Fort Bragg on April 19-20, 2008. Over 100 works of art will be featured, and nearly 50 prize-winners will be announced, including grand prize-winners with cash awards totaling over \$5000.

The opening banquet weekend will be followed by a traveling show featuring all of the prize-winners (and more, depending on space) which will tour Mendocino County during the months of May through October, 2008. The touring show will be displayed in participating galleries in Fort Bragg and Mendocino in May, in Gualala/South Coast in June, in Willits in July, in Ukiah and Hopland in August, and in Anderson Valley in September-October.

In addition to the exposure and sales opportunities provided by the banquet weekend and traveling show, the nearly 50 prize-winning artists will have their art featured in a full-color catalogue and on the MAPA website. Reproductions in various formats are also being considered, for additional sales opportunities.

What could be better than combining the beauty of the Mendocino district State Parks with the creations of the many artists who visit and draw inspiration from them? Thank you so much for your participation, for sharing your art with us, and for your support of MAPA's many worthwhile programs.

Arts for the Parks : **NEW DEADLINE DATES**

- Feb. 15, 2008:.....Deadline for entries (with jpg file of artwork)
Entries will be accepted beginning November 1, 2007; early entries are appreciated.
- Feb. 19:.....Pre-judging completed.
- Feb. 22:.....Notification for final judging mailed/emailed.
- Mar. 14.....Deadline for receipt of original artwork.
- Mar. 19:.....Final judging of original artwork completed.
- Mar. 21..... Notification of acceptance into show mailed/emailed.
- Apr. 19-20:..... Awards banquet weekend, Fort Bragg, Ca.
- May 1 – Oct. 31:.....Traveling show.

15% Discounts from Supporting Vendors: The following vendors have agreed to offer 15% off on artists' support services for artworks entered into the *Arts for the Parks* Mendocino event:

Digitally photographing or emailing an image of your artwork:

Prentice Gallery Fine Art and Custom Picture Framing: 17701 N. Highway One, Fort Bragg (near the Botanical Gardens), 962-0732
John Birchard Photography: 44420 Gordon Ln., Mendocino, 937-4809

Picture Framing:

Prentice Gallery Fine Art and Custom Picture Framing: 17701 N. Highway One, Fort Bragg (near the Botanical Gardens), 962-0732
Frame Mill Artworks: 116 Laurel St., Fort Bragg, 964-6464
The Village Frame Shop: 45080 Little Lake St., Mendocino, 937-2637

Details, details...

1. Subject matter: Each entry must be of a subject matter identified with one of the State Parks in the Mendocino district, and must not depict or contain anything which violates park rules (contact the district office at (707) 937-5804 if you have questions about park rules.) Artistic merit is important, yet is just one of the criteria that judges will consider. They also will be looking for a variety of media, a representative sample from each of the parks in the district, and whether they feel a given artwork accurately represents the specific park identified. Artists are also encouraged to consider a variety of subject matter, including landscapes and seascapes, close-up subjects, wildlife, historical or native American themes, and people in park settings.

All entries must have been completed after January 1, 2006, and be ready for hanging or display with suitable framing, etc. Entries submitted in the painting/ drawing categories must be originals (no reproductions); acceptable media in the "open" categories would include fine art original prints, such as block prints, etchings, serigraphs, etc., but would not include reproductions of original artworks, such as "giclée" prints.

2. Eligibility: Open to all artists, professional or amateur, living within or outside of the county of Mendocino. MAPA employees and board members, members of the *Arts for the Parks* Mendocino organizing committee, the judging panel, or family members of any of the above are not eligible to enter.

3. Entry Fees: The non-refundable entry fee for each large format entry is \$40, and for each small format entry it is \$25. Artists may enter as many pieces as they choose, with each piece requiring a separate entry fee and a separate entry form. See below item #9 regarding format sizes.

4. Pricing: All entries submitted must be for sale. The artist designates a valid retail sales price, reflecting current market value for their work. See also the Copyright, Sale, License and Reproduction Right Agreement.

5. Commissions on Original Artworks: Artists may receive up to 50% of the retail sales price of any original artwork sold, and MAPA and participating galleries for the traveling portion of the show will divide the remainder. The entry form has a line for the artist to designate the percentage they wish to receive on original art sales.

6. Awards Banquet Weekend: Unveiling of the initial show will occur the weekend of April 19–20, 2008 in Fort Bragg, with an artists' reception Friday evening, April 18. It is anticipated that over 100 artworks will be accepted into the weekend show, with the Painting/Drawing and Photography categories being shown at Pentecost Hall, and the Open category being shown at Town Hall. All artworks will be for sale, the award winners will be announced, and catalogues and reproductions will be available for purchase. Banquet tickets will go on sale by the first of the year, 2008. It should be a fun weekend!

7. Judging: There will be a five judge panel as follows:

- 1 professional artist
- 1 gallery representative
- 1 MAPA representative
- 1 State Parks representative
- 1 other nonprofit representative (e.g., Audubon Society, California Native Plant Society, etc.)

There will be a two-step judging process.

Pre-judging: Each entry will be pre-judged utilizing a digital jpg file of the artwork with a resolution of approx. 300 dpi for an 8" by 5" image size. Your jpg file may be sent by email or may be submitted on a CD enclosed with your entry form; CDs will not be returned. Each jpg image, whether emailed or on CD, must be identified or labeled (so we can connect it to your entry form) with the artist's name, title of the artwork, name of park represented, and the category being entered. Please make the jpg image of your artwork only (the image should not include mats or frames, and should not be taken through glazing or otherwise have reflections or other defects which may interfere.) Artists should strive for accuracy in these images, not only to have the best chance of being selected, but also because we plan to use them for production of the catalogue. If you need help obtaining or sending a jpg image of your artwork, see our list of supporting vendors.

Delivering Accepted Artwork and Final Judging: Notification of acceptance for final judging will be mailed or emailed to artists by Feb. 12, 2008; it is anticipated that up to 200 entries will be accepted for final judging. Artists will then have until Mar. 1, 2008 to deliver their original artworks to the MAPA office at the Ford House Visitor Center (735 Main St., Mendocino, CA 95460) for final judging and awarding of prizes. Artworks may be hand-delivered there (hours are 11-4, seven days a week), or may be shipped at the artist's expense in a sturdy, reusable container (UPS or Fedex only, no U.S.P.S. deliveries.) **Note: For artworks requiring glazing, we require that plexiglass be used to avoid damage to originals.**

It is important for artists to be aware that acceptance during the pre-judging process does not guarantee acceptance into the show. In fact, due to space limitations, some of those accepted for pre-judging may be excluded during the final judging process.

8. Insurance & Liability: Artists who elect to ship their original artwork to MAPA for final judging should purchase adequate insurance to cover damage during shipping. Also, while utmost care and precaution will be taken to professionally handle, transport, and display all original artworks, artists are advised that MAPA, State Parks and the participating galleries shall not be responsible for loss or damage to their artwork while it is in our possession. In no event shall the liability of MAPA, State Parks or the participating galleries exceed the amount of the entry fee.

9. **Categories:** There are three main categories of art media: 1) **Painting/Drawing**, 2) **Photography**, and 3) an **Open** category comprising any other media, including 3-dimensional works. These categories are further divided into large and small format sizes, and the Painting/Drawing and Photography categories are also divided into regions.

Format Sizes for Painting/Drawing and Photography Categories, and for two-dimensional artworks in the Open Categories: (Note: Dimensions are for the *image* size only, not the framed size.)

Large Format (Add width and height, in inches)
Total of W + H is between 35" and 65"

Small Format (Add width and height, in inches)
Total of W + H is between 18" and 25"

Format Sizes for three-dimensional artworks in the Open Categories: (Weight limit: 80 pounds)

Large Format (Add width, height, and depth, in inches)
Total of W + H + D is between 40" and 80"

Small Format (Add width, height, and depth in inches)
Total of W + H + D is less than 40"

Regions for Painting/Drawing and Photography Categories:

Northern Region

Westport/Union Landing
MacKerricher (Ten Mile River to Glass Beach)
Jughandle
Caspar Beach
Caspar Headlands
Point Cabrillo
Russian Gulch

Middle Region

Mendocino Headlands (also includes Big River Beach, Big River Estuary, and the Ford House)
Mendocino Woodlands
Montgomery Woods
Van Damme (includes Pygmy Forest and Spring Ranch)

Southern Region

Navarro Beach/ Navarro River Redwoods
Hendy Woods
Mailliard Redwoods
Greenwood Beach
Manchester Beach
Schooner Gulch/ Bowling Ball Beach

Categories:

1) Painting and Drawing		2) Photography		3) Open	
A) Painting/Drawing, Format, Northern Region	Large	G) Photography, Northern Region	Large Format,	M) Open Category, Large Format, District- Wide (All three regions combined)	
B) Painting/Drawing, Format, Middle Region	Large	H) Photography, Middle Region	Large Format,		
C) Painting/Drawing, Format, Southern Region	Large	I) Photography, Southern Region	Large Format,		
D) Painting/Drawing, Format, Northern Region	Small	J) Photography, Northern Region	Small Format,	N) Open Category, Small Format, District-Wide (All three regions combined)	
E) Painting/Drawing, Format, Middle Region	Small	K) Photography, Middle Region	Small Format,		
F) Painting/Drawing, Format, Southern Region	Small	L) Photography, Southern Region	Small Format,		
				Aren't sure what kind of art fits into the Open Category? See item #13, next page.	

10. **Prizes:** 1st, 2nd, and 3rd prize ribbons will be awarded in each of the fourteen categories listed above (A through N). In addition to these forty-two prize ribbons, there will be six grand prize cash awards, as listed below. The painting/drawing and photography awards are for purchase of the artwork by MAPA; the open category awards are recognition only.

- A) Four district-wide grand prize awards, representing purchase of the original artwork by MAPA:
 - Painting/Drawing media, large format: \$2500.00
 - Painting/Drawing media, small format: \$500.00
 - Photography, large format: \$1000.00
 - Photography, small format: \$250.00
- B) Two district-wide grand prize recognition awards:
 - Open Category, large format: \$750.00
 - Open Category, small format: \$250.00

11. Traveling Show: The 48 prize-winners (and perhaps more, depending on space) will comprise a traveling show which will tour Mendocino County from May through October, 2008 (MAPA may retain a few prize-winners to show in visitor centers.) While all of the artworks will be for sale during the banquet weekend and throughout the duration of the six-month tour, all of the prize-winners will be retained until after the conclusion of the tour in order to keep the traveling show intact. Those pieces sold and requiring shipping to out-of-area buyers will be packed and shipped by the Prentice Gallery in Fort Bragg, at MAPA expense, following completion of the tour.

The MAPA *Arts for the Parks Mendocino* organizing committee has worked hard to create this touring portion of the show. The benefit to artists is much increased exposure and opportunity for sales throughout Mendocino County over a much longer time period than would normally occur in a show limited to just one location. With a relatively high likelihood of being selected to be in the traveling portion of the show, artists entering the *Arts for the Parks Mendocino* event should be aware that their entry automatically constitutes permission and a commitment to keep their artwork in the show throughout the tour, should their artwork be selected to be a part of it.

The current schedule for the traveling show, and the galleries agreeing to participate, are as follows:

May: Fort Bragg / Mendocino: The Prentice Gallery, Mendocino Coast Photographers Guild, Edgewater Gallery, Mendocino Art Center, Stanford Inn (Ravens)

June: Gualala: Gualala Arts Center, Dolphin Gallery

July: Willits: Willits Center for the Arts, Blue Sky Gallery

August: Ukiah / Hopland: T. B. Greene Gallery, Tierra Gallery, Brutocao Cellars

September/October: Anderson Valley: Lauren's Restaurant

12. Catalogue: MAPA will be producing a full color catalogue including all of the 48 prize-winners, which will be available for sale throughout the duration of the show, beginning with the opening banquet weekend and at all of the traveling show locations. This catalogue will also be available at all MAPA museum / visitor centers at State Park locations, even after the show closes, until sold out.

13. What media are acceptable for the Open categories? An excellent question and the answer is: "just about anything that isn't a painting, a drawing, or a photograph," as long as the subject matter can be identified with a specific State Park in the Mendocino District. Examples include: Quilting, weaving, collage, fine art *original* prints (block prints, etchings, serigraphs, monoprints, etc.), sculpture, ceramics, fine woodworking, wood carving, jewelry, etc....and if you have an idea using a media not listed here, just call or email us and ask. (For three-dimensional works, there also is a weight limit of 80 pounds.)

Mendocino Area Parks Association
Ford House Visitor Center
P.O. Box 1387
Mendocino, CA 95460
(707) 937-4700
Email: mapa@mendoparks.org

14. Copyright, Sale, License and Reproduction Rights Agreement: In addition to the information provided above, entry into the MAPA *Arts for the Parks Mendocino* event acknowledges that the artist has read, understood, and agreed with all of the terms of the enclosed Copyright, Sale, License and Reproduction Rights Agreement. There are many additional details regarding use of the artist's image contained in this document, so be sure to read it carefully before making your entry.

MENDOCINO AREA PARKS ASSOCIATION (MAPA)

ARTS FOR THE PARKS

COPYRIGHT, SALE, LICENSE AND REPRODUCTION RIGHTS AGREEMENT

1. **General Conditions:** The Artist warrants and represents that he/she is the sole creator of the work of art entered into the *Arts for the Parks Mendocino* event, and that the work of art is an original creation which does not infringe upon any other person's copyright or rights of artistic property, nor to his/her knowledge does it violate the rights of privacy of any other persons.

2. **Use of Image:** The Artist and MAPA agree that MAPA shall, without further permission from the Artist, have exclusive, assignable rights, at its sole discretion and at no expense to the Artist, to use, reproduce, duplicate, publicly display, distribute, create derivative works, perform, and/or to sublicense such rights to the Artist's work, in whole or in part, in any manner, and in any medium now known or hereinafter invented for a period of one year, from Feb. 1, 2008 to Feb. 1, 2009. The Artist may not, during this one-year period, independently reproduce or publish his/her submitted work without written consent from MAPA. After Feb. 1, 2009, MAPA shall retain the license rights granted above, without further permission from the Artist, at its discretion and at no expense to the Artist, to use the Artist's submitted work, but no longer in an exclusive capacity. For such purpose, Artist hereby grants a non-exclusive, fully paid-up, irrevocable, assignable, perpetual copyright license to MAPA for promotional, educational, interpretive and other park related purposes, to use, reproduce, duplicate, publicly display, sublicense, distribute, and to create derivative works, in whole or in part, in any medium now known or hereinafter invented, to extend from February 1, 2009 through the duration of any copyrights associated with Artist's submitted work.

Examples of such products which may be produced by MAPA include but are not limited to: catalogues, limited or open edition prints, posters, note cards, calendars, promotional materials, etc. MAPA may also have the privilege of publishing, advertising, announcing, and using at its discretion, the name of the Artist in connection with the work, or any of the reproductions or products made from the image.

The Artist shall not be responsible for any expenses incurred in the production and sale, by MAPA, of any products, except for the sale of consignment items as described in Paragraph 8.

The Artist agrees to cooperate in the signing and numbering of any fine-art reproductions (e.g., giclée) produced.

3. **Grand Prize Cash Awards:** In addition to Paragraph 2 above, for the grand prize winners in the Painting/Drawing and Photography categories, the Artist agrees to the sale of the original work of art to MAPA in exchange for the following cash prize awards:

- Painting/Drawing, large format: \$2500.00
- Painting/Drawing, small format: \$500.00
- Photography, large format: \$1000.00
- Photography, small format: \$250.00

These works of art shall belong exclusively to MAPA, which may use them in any manner, with credit to the Artist.

The two grand prize cash awards in the Open category (large format = \$750.00, small format = \$250) are recognition cash awards only, and the Artist shall retain ownership of these works of art. All of the grand prize winning artists shall receive written permission from MAPA to use a reproduction or copy of their artwork for personal promotional or advertising purposes only, but not for any sales of their images, during the one-year exclusive use period Feb. 1, 2008 to Feb. 1, 2009 described in Paragraph 2.

4. **Royalty Payments:** If MAPA elects to use the Artist's image in the production and sale of products retailing for \$40 or more, he/she shall receive a royalty payment of 10% of the gross sales receipts of that product. (If multiple images are used for a product retailing for over \$40, the royalty shall be divided among them.) The Artist shall not receive any royalty for sales of the catalogue, or for any other products retailing for less than \$40, or for any consignment products, or for any promotional or other non-saleable use for which MAPA or State Parks may elect to use the Artist's image. See Paragraph 8 regarding consignment sales.

During the one-year exclusive use period described in Paragraph 2, in-lieu of royalty payments on items retailing for less than \$40, exclusive of the catalogue, MAPA will, at its discretion and at no expense to the Artist, provide to the Artist up to 10% of the production of any of said items for the Artist's own use, with the stipulation that the Artist may not sell these items during the one-year exclusive use period described in Paragraph 2. For example, if MAPA elects to produce 100 greeting cards using the Artist's image, it will offer to the Artist up to 10 greeting cards at no expense to the Artist for the Artist's own use. (The Artist must pick up their portion of the items produced at the Ford House in Mendocino, or pay for shipping if required.)

5. **Payment Schedule:** The grand prize cash awards, the portion of original art sales to be remitted to artists, and any royalty or consignment payments due the Artist from sales made during the opening banquet weekend, April 19-20, 2008, shall be paid to the Artist within 30 days (by May 20, 2008.) The portion of original art sales to be remitted to artists and any royalty or consignment payments due the Artist from sales made after April 20, 2008 shall be paid to the Artist quarterly, within 30 days after the end of the quarter.

6. Display and Sale of Original Art: MAPA retains the right to exhibit any original artwork received, for up to 8 months after the final judging has concluded, at any locations it may select. The Artist agrees to leave their artwork in MAPA's possession at least until after the conclusion of the traveling show. During the exhibition period, MAPA shall have the exclusive right to sell the artworks for the retail price the Artist establishes. For any artworks sold, the Artist shall receive the percentage stipulated by them on their entry form (up to a maximum of 50%), and MAPA shall retain the remaining percentage as commission (to be shared with any galleries participating in the sale, as specified in separate gallery agreements.)

Any unsold artworks will be returned to the Artist following the conclusion of the traveling show (after Nov. 1, 2008.) The Artist will be notified and may choose to pick up unsold artwork at the Ford House in Mendocino (please give at least 2 days notice so MAPA can have your artwork moved from storage), or the Artist may have their artwork return shipped, at the Artist's expense, in its original container.

7. Additional Specific Information about Reproductions and Consignment Products, by Category:

Painting/Drawing Categories: So that MAPA may create, without further permission from the Artist, at its discretion and at no expense to the Artist, limited edition fine art (giclée) prints of any accepted artworks in the painting/drawing categories, the Artist and MAPA agree to the following:

MAPA may produce, at no expense to the Artist, a high resolution digital jpg image of the artwork after receipt of the original for final judging. The Artist and MAPA further agree that this process may require that the Artist's artwork be removed from its frame and reinstalled, at MAPA's expense, and only by professional framers at Prentice Gallery in Fort Bragg, and that, while utmost care and precaution will be taken to professionally handle artwork and framing materials, MAPA, State Parks, or the Prentice gallery cannot be held liable for damage or loss to artwork or framing materials during this process, or at any time while the work is in our possession. MAPA will retain ownership of any high resolution jpg images obtained; however, the Artist may purchase a copy, at whatever it costs MAPA to make the original high-resolution jpg, following the one-year exclusive use period, which ends Feb. 1, 2009. The Artist agrees to cooperate in the signing and numbering of any fine-art reproductions produced.

Photography Categories: The Artist and MAPA agree to the following regarding photographic reproductions: Photographers whose artwork is accepted for final judging may be invited to deliver, along with one framed original, two or more unframed copies of the photograph only. These may be matted and sleeved at MAPA's discretion and at no expense to the Artist, to be offered for sale, with the Artist's

photo being provided on a consignment basis. The Artist will receive up to 50% (as specified by the Artist on the entry form) of the retail value determined by MAPA if the photo reproduction is sold. The specific image sizes, retail prices, and Artist's consignment fees are as follows:

Small Format: The longest dimension for the photo only reproductions would be the same as the original, or be no more than 14" in the longest dimension, whichever is less. The matted and sleeved photo would retail for approx. \$65 (slightly less, perhaps, for smaller sizes), and the Artist would receive up to 50%, or \$32.50 for each photo if sold for \$65.

Large Format: The longest dimension for the photo only reproductions would be the same as the original, or be no more than 22" in the longest dimension, whichever is less. The matted and sleeved photo would retail for approx. \$150

If the Artist agrees to provide photo reproductions, the Artist agrees to provide photos of the same image quality as the original, and to cooperate in the signing and numbering (if appropriate) of any photo reproductions produced, either on the photo itself or on the mat, as mutually agreed to by the artist and MAPA.

Open Categories: Some art media in the Open categories may be reproducible (fine art original prints, such as block prints or etchings, some jewelry, etc.). Similarly, we expect a wide range of retail values and reproduction methods. For these reasons, artwork accepted for final judging in the Open categories will be evaluated regarding their reproducibility, and Artists will be contacted on an individual basis regarding any agreement to offer reproductions, after the final judging is complete. Reproducibility will not be considered by the judges when making their selections of original Open category artworks to be in the show.

8. Ownership of Original Art and Copyright: Other than the four grand prize purchase award artworks described in Paragraph 3, and the sales described in Paragraphs 6 and 7, the Artist shall retain ownership of the artwork. Whether or not the artwork is sold, the Artist will retain copyright of the original artwork (including the artworks chosen for the grand prize purchase awards) subject to MAPA's license and reproduction rights to use the Artist's work as described in Paragraph 2.

9. Termination: This agreement shall continue in effect provided the Artist's work is being used as contemplated herein.