



Arts for the Parks 2010

Bi-annual event (next art competition will be 2012)



RULES AND COPYRIGHT INFORMATION

Welcome to the *Arts for the Parks* 2010 art competition. This event focuses on the 17 California State Parks in Mendocino County by showcasing the art works of the artists who live here, as well as artists who visit these parks from out of the area. *Arts for the Parks* is sponsored by Mendocino Area Parks Association (MAPA), a non-profit association in cooperation with California State Parks in Mendocino County. MAPA funds natural and cultural heritage programs in the local state parks and supports six visitor centers. Your participation helps MAPA inspire protection of our state parks through sponsoring Park Interpreters, campfire programs, nature walks/talks, Junior Rangers, school field trips, in-school programs, living history programs, exhibits, trainings, volunteers, docent councils, interpretive panels, and educational equipment.

Arts for the Parks 2010 kicks off with a celebratory Art Show and Walk on the Wild Side Picnic & Auction held at Pentecost Hall in Fort Bragg on May 1, 2010. Over 100 works of art will be featured, and 12 cash-awarded prize-winners will be announced. **Cash awards total \$6000.**

From May through August 2010, the Traveling Art Show featuring all of the prize-winners and other designated artworks will tour selected art galleries throughout Mendocino County.

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?

Arts for the Parks 2010 Important Dates:

- Nov. 1, 2009:**.....Starting date of art submission in jpg file format to MAPA
- Feb. 1, 2010:**.....Deadline for art entries (in jpg file format)
- Feb. 19:**.....Pre-judging completed.
- Feb. 22:**.....Notification for final judging mailed/emailed.
- Mar. 14:**.....Deadline for receipt of original artwork, ready for hanging or display.
- Mar. 18:**.....Final judging of original artwork completed.
- Mar. 21:**.....Notification of acceptance into show mailed/emailed.
- May 1:**.....Art Show & Auction, Fort Bragg, Ca.
- May 5 – Aug 31:**.....Traveling show.

CASH PRIZES in each of 4 categories: 1) Drawing; 2) Painting; 3) Photography; 4) Other

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| GRAND PRIZE: | \$1,000 |
| SECOND PRIZE: | \$ 400 |
| THIRD PRIZE: | \$ 100 |
| Honorable Mention when applicable – Certificate | |

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* art competition:

Digitally photograph an image of your artwork:
Prentice Gallery Fine Art and Custom Framing (Remove and replace frame for digitizing):
 17701 N. Highway One, Fort Bragg (near the Botanical Gardens), 962-0732

John Birchard Photography:
 44420 Gordon Ln., Mendocino, 937-4809

[CHECK WITH MAPA FOR ADDITIONAL PHOTOGS & FRAMERS](#)

Picture Framing:
Prentice Gallery Fine Art and Custom 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 17 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.)

Art will be judged on the basis of artistic merit, originality of vision, quality of execution and appropriateness to the theme of the contest. Artists should reflect on 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 be ready for hanging or display with suitable framing, etc. Entries submitted in the painting and drawing categories must be originals (no giclée or digital prints).

2. Eligibility: Open to all artists, professional or amateur, living within or outside of the county of Mendocino.

3. Entry Fees: The non-refundable entry fee for each entry is \$40. Artists may enter as many pieces as they choose, with each piece requiring a separate entry fee and a separate entry form.

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.

Pricing for the Silent and Live Auctions: Prize-winning artwork will be included in the Live Auction. The balance of the artwork will be listed in the Silent Auction. Pricing for the auctions will begin at a lower than retail price to start the bidding, which means MAPA does not guarantee the artist will receive a 50% commission on the artist's full, suggested retail price as listed in Item 5 (Commission on sold original artwork); instead, the artist shall receive 50% of the final auction sold price. . Any artist who does not want their artwork included in the auctions needs to contact MAPA

5. Commission on sold original artwork: Artists receive 50% commission of the retail sales price of any original artwork sold and MAPA shall receive the remaining 50%. When the artwork is sold in a gallery, the artist shall receive 50%, and MAPA and the participating gallery for the traveling art show will each receive 25%. Artists and/or galleries may donate their percentage to MAPA.

6. Art Show and Auction: Unveiling of the artwork

Saturday, May 1, 2010, Pentecost Hall Fort Bragg

1-4 pm: Open House. Art Show. Free admittance to artists and the general public. Silent Auction.

5 pm: The Picnic in the Parks (Indoor) and Live Auction (plus continuation of the silent auction): \$25 per person (*includes one glass of wine*).

Picnic in the Parks offers food, beverages and wine, followed by a Live Auction of the award-winning art. All artwork will be for sale through either the Silent Auction or the Live Auction. Award winners will be announced and presented with the cash prizes before the Live Auction. All sold art will go with the buyer at the time of the sale. The winning buyers of the silent auction artwork will be announced after the completion of the live auction.

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

Pre-judging: Each entry will be pre-judged utilizing a digital jpg file of the artwork of the highest resolution image the artist can provide - a minimum of 3 inches by four inches with a resolution of 300 dpi. The jpg file may be sent by email or may be submitted on a CD enclosed with the entry form via mail or hand-delivery. CDs will not be returned. Each jpg image, whether emailed or on CD, must be identified or labeled (so MAPA can connect the jpg 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 the 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 MAPA may opt to use them for promotional purposes. If the artist needs help obtaining or sending a jpg image of your artwork, see the list of supporting vendors on page 1. Check with MAPA for additional vendors.

8. Delivering Accepted Artwork and Final Judging: Notification of acceptance for final judging will be mailed or emailed to artists by Feb. 22, 2010. Accepted artists will have until Mar. 14, 2010 to ship or deliver their original framed or display-ready artwork to MAPA. Please ship your art to: MAPA, c/o Ford House Museum, 735 Main Street, Mendocino, CA. 95460. Correspondence should be mailed to: MAPA, PO Box 1387, Mendocino, CA, 95460. Artwork may be hand-delivered to the Ford House between 11 am-4 pm, seven days a week. Shipped art is at the artist's expense. **Note: For artwork requiring glazing, we suggest using Plexiglas to avoid damage to the artwork from broken glass.**

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.

9. 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.

10. Categories:

1. **Drawing:** Includes pencil, pen & ink, charcoal, etchings, woodcuts/block prints and etchings. No giclées or digital prints.
2. **Painting:** Includes oil, pastel, watercolor, acrylic, alkyd, collage and serigraph.
3. **Photography:** Includes digital.
4. **Other:** Includes any other media - jewelry, textiles, terracotta, sculpture, 3-dimensional artwork, felted wool, etc. as long as the subject matter can be identified with a specific State Park in the Mendocino District

11. Size:

Drawing, Painting and Photography Categories – Maximum size eligible is 36" x 60" framed.

Other Category: Maximum total of W + H + D = 80". Weight limit: 80 pounds

12. Prizes:

Prizes in each of the 4 categories: 1) Drawing; 2) Painting; 3) Photography; 4) Other

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| Grand Prize: | \$1,000 |
| Second Prize: | \$ 400 |
| Third Prize: | \$ 100 |
| Honorable Mention <i>when applicable</i> – Certificate | |

Questions? Contact MAPA at 707.937.4700, 707.272.5397. mapa@mendoparks.org

13. Traveling Show: The 12 prize-winners and other selected artwork will comprise a traveling show which will tour Mendocino County from May 2010 through August, 2010.

The MAPA *Arts for the Parks* organizing committee has worked hard to create this touring portion of the show. The benefits to the artists include increased exposure and opportunity for sales throughout Mendocino County and for a much longer time period than a one-day event. Artists entering the competition should be aware that their entry automatically constitutes permission and a commitment to keep their unsold artwork in the show throughout the tour, or until sold, but does not necessarily guarantee inclusion in the traveling show.

14. Copyright, Sale, License and Reproduction Rights Agreement: In addition to the information provided above, entry into the MAPA *Arts for the Parks* art competition 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.

15. Contact information

Mendocino Area Parks Association (MAPA)
P.O. Box 1387
Mendocino, CA 95460

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|---------------------------|----------------------|
| Location: | Phone: 707. 937.4700 |
| Ford House Visitor Center | Mobile: 707.272.5397 |
| 735 Main Street | Fax : 707.937.3845 |
| Mendocino, CA 95460 | |
| 11-4 daily | |

mapa@mendoparks.org
<http://www.mendoparks.org>



COPYRIGHT, SALE, LICENSE AND REPRODUCTION RIGHTS AGREEMENT

A. 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* art competition, 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.

B. Promotional Use of Image: promotional blanket licensing. Artist hereby grants 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, to extend 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, posters, note cards, calendars, t-shirts, postcards, magnets, key rings, mugs, and other promotional materials for advertising, etc., and are applicable to the California State Park Visitor Centers or online sales, 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.

C. Commercial use of image. MAPA shall pay the artist a \$100 License Fee for giclées or other prints intended for resale for a period from May 1, 2010, to April 30, 2012.

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 Section F.

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

.D. Payment Schedule: The portion of original art sales to be remitted to artists, and any royalty or consignment payments due the artist, shall be paid to the artist within 60 days after the sale.)

E. 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 MAPA may select. The artist agrees to leave their artwork in MAPA's possession until after the conclusion of the traveling show (August 31, 2010). During the exhibition period, MAPA shall have the exclusive right to sell the artworks for the retail price the artist establishes according to the agreement as stated in Item # 5. After September 1, 2010, artists

may pick up their unsold artwork at the Ford House Museum in Mendocino, 11 am to 4 pm, daily. Please give MAPA 2 days notice so that, should the MAPA office be closed at the specified time and date, MAPA can arrange for the art to be held at the Ford House customer service counter. The artist may request their artwork to be shipped at the artist's expense. The artists may also donate their artwork to MAPA.

F. Additional 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.

Photography Categories: If MAPA requests additional copies of the photograph for resale purposes, the artist shall receive 50% of the portion of the retail value that relates to the sold unframed, unmatted photo.

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.

Other Category: Some art media in the 'Other' category may be reproducible. Similarly, we expect a wide range of retail values and reproduction methods. For these reasons, artwork accepted for final judging in the 'Other' category 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 'Other' category artwork to be in the show.

G. Online art sales: MAPA retains the right to sell the artwork on the MAPA website following the same



commission percentage as listed in Item #5. ; the online sales shall run from May 15, 2010 through May 1, 2012, or until sold. Unsold artwork after August 31, 2010 will remain in the possession of the artist (unless donated to MAPA). Once the artwork is sold online, the artist shall be responsible for shipping the art to the buyer and shall be reimbursed for the shipping charge when the commission is paid by MAPA.

H. Art Donations to MAPA: Artists who donate their artwork to MAPA will receive a donation receipt to use for tax purposes.

I. Ownership of Original Art and Copyright: The artist shall retain ownership of the artwork until sold. The artist will retain copyright of the original artwork subject to MAPA's license and reproduction rights to use the artist's work as described in Section B.

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