



ART GALLERY
S O C A L P A P A

Muth Center Satellite Gallery Application

**Call for artists to apply for jury selection
into our new Muth Center Satellite Gallery
at the Paul & Mary Muth Interpretive Center on the Back Bay,
2301 University Drive at Irvine Avenue, Newport Beach, CA 92660**

SOCALPAPA has been invited by OC Parks and sponsored by Newport Bay Naturalists & Friends (NBNF) to display paintings for sale of the Back Bay inside the Muth Center. OC Park's Muth Center has many international visitors who may want a memento of their visit there and we can now help raise funds for the NBNF continually.

The entire wall space behind the reception desk has been allotted to us (3 sections; A, B, C). Each section will display 1 artist's work. Artists will change on a quarterly basis and will be selected by a jury process. The judges will be representatives from NBNF, OC Parks & SOCALPAPA. This current jury process will select 5 calendar quarters, the first beginning October 1st, 2010. There will be 15 artists selected in total.

Qualifications: *Current SOCALPAPA Member in good standing*

Artists are to apply thru OnLineJuriedShows.com images of their Back Bay Paintings (min.3) for jury selection. There are no application fees. Look for "Muth Gallery Submission". We expect the same quality of paintings to be displayed, although not necessarily the exact same paintings submitted.

Entry Dates: Tuesday, September 7th thru Saturday, September 11th, 2010
Notification Date by email: Monday, September 20th, 2010

All who apply will receive an email notice of Not Accepted or Accepted with the Quarter Dates of participation. The following procedures will then be expected.

Artist Procedure Information

Gallery Wall Space is located behind the Muth Reception desk. Separated into 3 SECTIONS from right to left are "A", "B" (on each side of the door), & "C" (around the corner).

Section "A" dimensions: 54" high and 120" wide

Section "B" dimensions: 54" high and 73" wide

Section "C" dimensions: 54" high and 85" wide

All three walls are drywall and the useable vertical dimension from ceiling down to light switches, electrical, etc. is the 54" high.

Gallery Framed Canvas sizes: No minimum size (only min. \$200 price) - largest framed size 40" high x 60" wide. Artists are to display their SOCALPAPA Nameplate in their section.

Artists are responsible for their own installation and breakdowns. Taking the section space into mind, please layout your painting(s) to hang prior to installation and come prepared. Bring the necessary nail/hooks, hardware, tools & Title/Price cards with removable tape. Ask the OC Parks personnel for a ladder if needed.

- *All paintings MUST BE OF THE BACK BAY AREA.*
- *All paintings must be framed and have your name, phone #, title and price on the back.*
- *Your SOCALPAPA Nameplate is to be displayed somewhere within your space.*
- *Note: artists are responsible for their own Insurance for any damage or thief.*

INSTALLATION is to be completed on the first day of the month of your quarter. Artist Participation Forms (APF) are at the Muth Center and MUST be filled-out by each artist, then place the WHITE Copy back inside the SOCALPAPA green binder at reception desk. (see instructions in binder)

BREAKDOWN is to be completed by the last day of the last month of your quarter. Any wall damage (holes) are to be repaired by simple wall putty & wiped clean to dry overnight. The wall should be ready for the next artist installing the next day.

The NBNF will receive 35% of price as a donation and the artist will receive 65%. Sales will be processed by Reception Desk Personnel and the artist will be notified of Patron info for Thank You Notes. Artist is to replace sold paintings with new inventory. Artists checks will be mailed on a monthly basis with Yellow sales slip copy.

DISCOUNTS: the only price discount offered is 10% to OC Parks employees and NBNF members with discount letter or coupon. Any other discount must have been approved prior by the artist in writing on APF or by a phone call.

SALES SLIPS: see example in green Procedure Binder. White-NBNF Yellow-artist Pink- patron

Send any questions to info@socalpapa.com