



CALL FOR ENTRY

Central Coast Photographic Society and
San Luis Obispo Museum of Art present

It's All About the Light

A Nationwide Juried Exhibition
at the San Luis Obispo Museum of Art

May 17—June 30, 2019

Opening Reception: Saturday, May 18, 3–5 PM

Entry Deadline: March 1, 2019

It's All About the Light invites photographers to focus on the radiation or reflection of light as its subject.

Juror: Marc Muench

About a successful photograph, Juror Marc Muench says, "A winning photograph should intrigue the viewer with a telling subject. The subject can be a first, second, or third read, but set in great light, and composed in such a way that highlights it. The proper use of contrast, color, and tonality are expected. Resolution, digital noise, and focus can all be used as tools, meaning they can be manipulated in clever ways to enhance the subject, story, and/or mood of the image." Marc Muench teaches photography workshops around the world with his company, Muench Workshops. Along with business partners, Marc has led over 200 expeditions to places such as Africa, Iceland, Greenland, Antarctica, and Norway. He is based in Santa Barbara, California. For more information: www.marcmuench.com.

Awards: Marc Muench will select the awards for Best of Show, 1st, 2nd, and 3rd place. Cash prizes will be as follows: Best of Show (\$300), 1st Place (\$250), 2nd Place (\$200), and 3rd Place (\$150) and four Honorable Mentions at \$75 each. Awards will be presented at the opening reception on Saturday, May 18, 2019 at 4 PM.

Eligibility & Media: *It's All About the Light* is open to all artists residing in the United States.

Entry Fee: Eligible artists may submit up to three images for a non-refundable fee of \$15 per image for current SLOMA members or \$20 per image for nonmembers. Entry form and payment must be received by 5 PM on March 1, 2019. Become a member at sloma.org/join.

Entry Requirements: Artwork should be ready to hang and not exceed 36 inches in the longest dimension.

The Juror will select artworks from JPEG images supplied by the artists via e-mail. Each JPEG image must be labeled with the artwork title and dimensions (HxW) and no other information. (My Elegant Work.18X24.jpg). Images should be at no larger than 1800 pixels on the longest side.

E-mail image(s) to info@sloma.org with *It's All About the Light* in the subject line; attach the completed Entry Form (see below) in PDF format.

In addition, mail your check made out to SLOMA with *It's All About the Light* on the memo line, together with a printed copy of your completed Entry Form, to:

It's All About the Light
San Luis Obispo Museum of Art
PO Box 813
San Luis Obispo, CA 93406

Entry Deadline and Notification: JPEG Images and PDF Entry Forms must be e-mailed, and checks and Entry Forms must be mailed, to arrive by March 1, 2019. Notification of acceptance or non-acceptance will be made via e-mail by April 2, 2019. If you have not received notification by April 2, 2019, please contact info@sloma.org.

Sales: Sales are encouraged but are not required. SLOMA will retain 50% commission on any artwork sold. Sale price on entry form must include commission and cannot be changed after acceptance. Artwork not for sale should list "NFS" in the sales price on the Entry Form. All artwork will remain in the exhibition through June 30, 2019.

Delivery / Shipping: Accepted art must be hand-delivered or shipped to arrive at the San Luis Obispo Museum of Art, 1010 Broad Street, San Luis Obispo, CA 93401, by 5 PM, May 13, 2019. Detailed shipping instructions will be sent to artists whose artwork has been accepted into the exhibition. NOTE: There is a charge of \$25 per box to accepted artists who ship their artwork.

Pick Up / Return: Unsold artwork must be picked up on Monday, July 1, 2019, between 11 AM and 5 PM. Unsold shipped artwork will be repackaged and returned to artists following close of exhibition. Sold artwork will be shipped to buyer at buyer's expense.

Insurance & Liability: SLOMA and CCPS representatives will make every reasonable effort to protect artwork from the time it is received until it is returned to the artists. However, neither SLOMA staff or members, nor CCPS and its members, will be held responsible for any damage or theft of artwork. Artists may wish to insure their artwork.

Exhibition and Promotion: Submission of work to this exhibition constitutes an agreement to the conditions stated in this Call For Entry and a commitment to show accepted work for the duration of the exhibition. By entering this exhibition, artists agree to allow CCPS and SLOMA to use submitted images in promotional material.

Exhibition Timeline

- March 1, 2019 by 5 PM: deadline to submit Entry Form, image(s), and payment
- By April 2, 2019: artist notification
- May 13, 11 AM–5 PM: hand delivery of accepted artworks
- Saturday, May 18, 3 to 5 PM: opening reception. Awards announced at 4 PM
- Friday, June 7, 6 to 9 PM: Art After Dark reception
- Sunday, June 30: exhibition ends
- Monday, July 1, 11 AM—5 PM: pick up unsold artwork

Information: For further information, contact Cheryl Strahl: clstrahl@sbcglobal.net, or SLOMA curator Ruta Saliklis: rsaliklis@sloma.org.

Visit the Museum: The San Luis Obispo Museum of Art is located at 1010 Broad Street (west end of Mission Plaza) in San Luis Obispo. Open 11 AM to 5 PM (closed Tuesdays). Free admission. Visit sloma.org for upcoming exhibitions, youth & adult classes, film nights, artist lectures, and more!

See attached entry form. Keep a copy for your records.

This PDF document is an interactive form using Adobe.
Download the file to your computer, fill it out, save it, and then email and print the form.
Always check attachments for completion before emailing

It's All About the Light

Deadline: **March 1, 2019 by 5 PM**

Email this Entry Form and JPEG images to info@sloma.org, with "It's All About the Light" in the subject line, and mail your check and additional copy of this Entry Form to:
SLOMA, PO Box 813, San Luis Obispo, CA 93406

Artist Name _____

Address _____ City _____ Zip _____

Phone _____ Email _____

Entry 1

Title _____

Medium _____ Size in inches: H _____ x W _____

Price: (includes 50% SLOMA commission) \$ _____ Year produced _____

Entry 2

Title _____

Medium _____ Size in inches: H _____ x W _____

Price: (includes 50% SLOMA commission) \$ _____ Year produced _____

Entry 3

Title _____

Medium _____ Size in inches: H _____ x W _____

Price: (includes 50% SLOMA commission) \$ _____ Year produced _____

I agree to terms and conditions set forth in the *It's All About the Light* Call for Entry.

Signature _____ Date _____

**** Please keep a copy of this form for your records ****

Submission Check List:

- ☐ JPEG(s) labeled with title and dimensions ONLY.
- ☐ JPEG(s) and completed Entry Form e-mailed to info@sloma.org.
- ☐ Entry Fee of \$15 per image for SLOMA members, \$20 per image for nonmembers. Check made payable to SLOMA with "It's All About the Light" on the memo line, and printed copy of Entry Form, mailed or hand delivered to SLOMA by deadline.