



ASSOCIATED
ARTISTS
OF WINSTON-SALEM, INC.

Benton Convention Center

301 West 5th Street, Winston-Salem, NC 27101

CALL FOR 2-D ART



SPRING/SUMMER 2023



A Curated Fine-Art Exhibition by AAWS Members

CALL FOR ENTRIES to hang art in a highly-visible exhibit space in the “Salem Foyer” on the main floor of The Benton Convention Center. The AAWS Member exhibit walls are on the right-hand side of the Salem Foyer, from the parking-garage-walkway entrance, to the windows of West 6th St. **The space is well-suited for very large 2D art**, but all 2D work will be considered. The exhibit runs through Spring into Summer but there is **NO** required theme at the Benton. Entries will be selected by a committee of AAWS jurors who will curate the show. Selections are limited to approximately 15-25 pieces depending on size. **Deadline for entry is April 10th**. Selected Artists will be notified by email no later than Tuesday, April 18th. Installation: April 24th, 2023.

Calendar:

April 24, 2023 — Late August, 2023

Entry Deadline.....Monday April 10th
 Artists notified of committee’s selections.....no later than Tuesday April 18th
 Drop off at Benton.....Monday April 24, 9:30 am – 11:30 pm
 Art Pick-upExact date TBD, Late August 2023



CALL FOR ARTISTS: The Benton Convention Center is working in partnership with Associated Artists of Winston-Salem to present a series of curated fine art exhibitions that will be on display at the Benton Convention Center, Salem Foyer. All members of Associated Artists are invited to submit up to 6 works for consideration, but possible selection will be limited to no more than 4 pieces. Artwork will be selected from submitted jpg images by a committee of AAWS jurors.

All work will be considered, but this space is an excellent opportunity for very large 2D work which may not always be practical or allowed in other exhibits. Depending on size, from about 15 to 25 works may be selected.

ENTRY FEE: \$20 for up to 6 entries, with possible selection of up to 4 pieces. NOTE: this is a limited-space curated show and not all artists who enter could be selected for this exhibit. Entry Fees are not refundable.

HOW TO ENTER

To enter, please email your signed ENTRY FORM (pg. 4) and up to 6 JPG image files to: info@associatedartists.org with the subject line: “**Benton Spring 23.**” Entries must be emailed no later than 10PM, Monday April 10, conforming to the requirements below and on pg. 3.

ELIGIBILITY - You must be a member of Associated Artists.

All work will be considered, but at the Benton, we are looking for fairly large work, so there are no specified height and width limits, but no piece should exceed 50 pounds in weight.

All work must be framed in a professional manner with wire attachment and be ready to hang.

No “alligator” type hangers. (See TIPS on page 6.) Canvases must be framed, or gallery wrapped with no visible staples or unpainted canvas. Works on paper should be protected by glass or plexiglass. (See page 6 for hanging-method tips and alternatives to glass.) All 2-dimensional fine art media accepted for selection, but respect the basic guidelines of the BENTON: No nudes, and nothing controversial, i.e. nothing political, religious, or potentially offensive to members of the general public. All work entered must be original art and cannot have been displayed in the BENTON previously, but previously entered/not selected work can be entered again. Printed reproductions of paintings or drawings will not be exhibited. Hand-pulled prints, original digital prints and photographs are all acceptable. All work must be the exhibitor’s original idea and be created by the exhibitor.

SALES:

Sale Prices are not displayed at the Benton; however, there is an AAWS plaque that instructs anyone interested to contact AAWS for information. Artists set their own prices. Artist receives 70% of the sales price; AAWS retains a 30% commission. North Carolina sales tax (7%) is added to the sales price. If your work is not for sale, please include the insurance value and designate as NFS (not for sale) on the Entry Form.

PROMOTIONAL IMAGES: Accepted images will be retained for publicity purposes during the show and may be archived by AAWS. We reserve the right to use images on our website for the virtual exhibit, and for promotional purposes for AAWS.

ENTRY FORM.

Please fill out the Entry form with title, medium, dimensions (with frame), and sales price. Take a good picture of it, and email it as a jpg or pdf with your image JPGs.

METHOD OF SELECTION: Pieces in the show will be selected by digital image. AAWS reserves the right to refuse any art not conforming to entry representation. (See TIPS on page 6.) Artists may enter up to 6 works, but no more than 4 will be selected from that group. Send an email with your entry form and a JPG of each work you are entering, sized and named as indicated below under “FILE NAMING.”

SIZING IMAGES: Send JPGs with .jpg extension at 72 ppi resolution. Large dimension is OK as long as they are 72 ppi. Please be certain that your images follow the stated guidelines before sending them to AAWS. **If you are able: size your images to 1400 PPI on the longest side, at 72ppi.**

FILE NAMING: The file name for each image should be: your last name, entry number from the Entry Form, "underscore," dimensions (**H x W**). For example, Jane Smith's first two entries would be Smith1_30x40.jpg; Smith2_24 x18.jpg. (*Size is used for scale model pre-placement, so please be accurate.*) Make sure the entry number corresponds to the Title order on the Entry Form.

SUBMITTING YOUR EMAIL: The images you submit should ALL be individual attachments in a single email that also contains a PDF or JPG of your COMPLETE and SIGNED Entry Form. Email to info@associatedartists.org and put "**Benton Spring 23**" in the subject line.

If you cannot attach a PDF or jpg of your **Entry Form** to the email, put your full name, address, email and phone, with a detailed, numbered list of all the information from the Entry Form in the body of the email. AAWS will reply within 48 hours to acknowledge that your emailed entry has been received. ***IF YOU DON'T HEAR BACK FROM US, LEAVE A MESSAGE AT: 336-747-1463***

ARTIST NOTIFICATION: Artists will be notified of the exhibit selections no later than Tuesday, April 18th. Art that has been selected for exhibit must be brought to the Benton Convention Center for hanging on Monday April 24th, between 9:30 am and 11:30 pm. (See page 6 for parking information.) Attach the labels (page 5) securely to the back of your work before delivery.

DELIVERY OF ACCEPTED ART: Please plan on delivering your work during the designated day and hours. (See calendar on first page of this prospectus). Placement of the art on the walls is determined as we make the selections. If you cannot deliver on that date, or arrange to have someone else deliver it for you, let us know immediately and withdraw your entry, so we have time to select another.

Assistance in hanging the exhibit is always needed.

PICK UP: All accepted work is expected to remain at the BENTON for the duration of the show. Please be prepared to pick up at a date to be determined, late August 2023. You'll be notified when we have an exact date from the Benton. Pick up can be from 10 am to 3 pm on that day, or per other arrangement. We cannot store art.

INSURANCE: AAWS and BENTON will take every reasonable precaution to prevent loss of or damage to your work, but will not be responsible for any loss or damage. The BENTON does not insure art on temporary exhibits. Your personal homeowners or renter's insurance policy may provide coverage of your artwork. Check with your insurance agent. ***The Benton Convention Center has never had a problem regarding artwork.***

If you need to renew your membership in AAWS, go to AssociatedArtists.org, and fill out the Membership Form even if your information has NOT changed. This gives us a date stamp.

For more information or questions, email: info@associatedartists.org or Margaret@associatedartists.org, or leave a message with the AAWS office at 336-747-1463. We will call you back.

Associated Artists receives some operational funding from the *Arts Council of Winston-Salem and Forsyth County*, and the *North Carolina Arts Council*. We also appreciate the donations of other supporters.

Benton Convention Center, **Spring/Summer 2023** ENTRY FORM

Name _____ Phone _____

Email _____ Check here if you can help hang art _____

Address _____

(Street, City, State, Zip)

RENEW NOW: Are your dues current for **2023**? ____ Yes ____ No ____ Not sure

\$20. entry fee for up to 6 entries, for possible selection up to 4. The entry fee is not refundable.

Please check off:

Payment has been made by check, and mailed to **AAWS**, 251 N. Spruce St., Winston-Salem, NC 27101

Payment has been made by credit card. Visit www.associatedartists.org/donate and click the "Donate" tab in the middle of the page. This will take you to PayPal where you can either pay with your PayPal account or with a credit card (for non-account holders). Enter the exact amount of the entry fee.

JPG Images and entry form jpg will be submitted by email to: info@associatedartists.org

Please list: **TITLE / MEDIUM / DIMENSIONS** H x W (**INCLUDING FRAME**) / **SALES PRICE** (or NFS with Insurance Value) for each entry. **Print clearly.**

Entry #1 _____

Entry #2 _____

Entry #3 _____

Entry #4 _____

Entry #5 _____

Entry #6 _____

I have read and understand the terms of the "Benton Convention Center" prospectus.

Signed _____ Date _____

If selected, fill out and attach a label to the back of artwork before delivery.

AAWS: Benton Spring/Summer 2023
Name _____
Title _____
Medium _____
Price \$ _____ (or insurance value if NFS)

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Name _____
Title _____
Medium _____
Price \$ _____ (or insurance value if NFS)

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Name _____
Title _____
Medium _____
Price \$ _____ (or insurance value if NFS)

AAWS: Benton Spring/Summer 2023
Name _____
Title _____
Medium _____
Price \$ _____ (or insurance value if NFS)

DELIVERY/STORAGE OF ACCEPTED ART: All accepted work is expected to remain at the BENTON for the duration of the show. Please deliver work during the designated times (see calendar on first page of this prospectus). Call Margaret (336) 293-8922 if you have a problem. We cannot store art left after the show is over. We will periodically keep all participants notified of any changes.

Tips for submitting images:

Submit images that are true representations of your work and give your work the documentation it deserves.

- Crop your images to only show your framed artwork, but not the background.
- Make sure your images are not blurry or distorted
- If possible, take photos of your work when it is not behind glass to prevent reflections

Tips for proper wiring:

Please review some YouTube videos on good wiring methods.

There are many, each a bit different, but we like these three:

<https://www.youtube.com/watch?v=1xqlzSXP59I>

<https://www.youtube.com/watch?v=EVNxEfijuTI>

<https://www.youtube.com/watch?v=mdU0B8ov2Z0&t=35s>

Frame a Watercolor Without Glass:

<https://www.youtube.com/watch?v=rm3HXmgS-Aw>

You can also access these and more artist resources from our website: associatedartists.org/artist-resources/
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If you're unfamiliar with the Benton Convention Center, here are some things to know.

The Benton Convention Center is located at 301 West 5th Street, at the corner of Cherry St., downtown Winston-Salem.

Parking tips for Delivery:

The parking garage on Cherry Street between **5th and 6th** Streets, opposite the Benton, is the best and easiest way to access the Benton Convention Center when delivering or picking up your art. The 3rd level WHITE walkway over Cherry Street from the garage to the Benton brings you right into the Salem Foyer, main floor, where we hang our work. Park on the 3rd level, or use the garage elevator from other levels.

Those doors will be open for us, but other doors around Benton may be locked.

Street parking is available, but know that a space may be hard (but not impossible) to find. There is a loading zone in front of the main entrance, for short-term unloading only.

Where ever you park on the street, come through the main entrance at 5th and Cherry Street, and walk all the way back to the Salem Foyer, towards the 6th Street windows, which is where our walls are. The 5th and Marshall Street side doors MAY be open, maybe not. If you enter there, head toward the main entrance and proceed as above. Again, the main doors on Cherry and 5th may be locked on that day.