

BETWEEN THE LINES
Submission Guidelines



**NATIONAL CALL FOR ENTRIES: DEADLINE ~~APRIL 1~~
EXTENDED TO APRIL 15!**

TO ALL VISUAL ARTISTS WITH A DUAL PASSION FOR ART AND MUSIC

ArtBridge is now accepting submissions for “Between the Lines,” a large format exhibition featuring the work of emerging artists from around the country to be installed inside the legendary Epic Records offices on Madison Avenue in the spring of 2011.

WHAT IS ARTBRIDGE?

ArtBridge is a New York City-based organization dedicated to transforming city surfaces into larger-than-life canvases for the work of emerging artists. Since its founding in 2008, ArtBridge has introduced the art-enthusiast and passerby alike to the work of more than 50 emerging artists with two 2,000 sq. ft. outdoor installations in the heart of the Chelsea Gallery District. It is ArtBridge’s mission to continue to bring its installations to neighborhoods and communities throughout the five boroughs, giving emerging artists unprecedented exposure in unexpected places.

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Overview: With its first indoor project, ArtBridge teams up with Epic Records to fuse the worlds of art and music, inviting visual artists with a passion for music and musicians with a love of art-making to submit work for large-scale exhibition at the label's Madison Avenue headquarters. Selected work will not only be seen by musicians (both established and emerging), but also some of the creative industry's top professionals on a daily basis. Each piece submitted will be reviewed by our curatorial team and, if selected, professionally photographed and reproduced for the 440 ft. long, floor-to-ceiling exhibition.

Who should submit: All artists living in the United States who passionately create both art and music. **How to submit:** All submissions are made directly through the ArtBridge website, www.art-bridge.org.

Submission considerations: Work selected for exhibition will be reproduced in extra-large, high-resolution format. *All original pieces must be 30in.x30in. square and will be enlarged four (4) times for a final installation size of 10ftx10ft.* The proportions may or may not suit your work, so please carefully consider the submission requirements before entering.

Please note: your submission can be a detail of a larger piece.

- **The theme for the exhibition is "Sound."** How you interpret that is up to you.
- You may submit up to three (3) pieces for consideration.
- The submission fee is \$25 for one piece, \$40 for two, and \$55 for three pieces. Submission fees must be paid online at the time of entry in order to be eligible for review by our curatorial panel.
- Original work can be created in any medium (painting, photography, collage, digital art, etc).
- Your entry must adhere to the production specifications (see "SUBMISSION SPECIFICATIONS") and you are responsible for editing and/or cropping your piece prior to submission.
- **Each submission must be sent as a low-res, 8in.x8in. RGB JPG no larger than 1MB.**

Note: As one of the main objectives of ArtBridge is to give opportunities to emerging artists, we ask that those with exclusive gallery representation not submit at this time. Thank you in advance for your adherence.

Artist Statement: Every entrant must fill out the artist statement field on the submission form. Your statement must address how both music and the visual arts play a prominent role in your life and how your piece was inspired by the theme of "Sound."

(continued on next page)

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Working to Correct Size: (Please see template on page 5). Because of the large final reproduction size of each piece, you will need to follow the exact measurements provided on page 5. Working from this document will guarantee correct reproduction of your work in the final show. Submissions that do not fit this format cannot be considered.

Final Selection, Participation, and Fees:

Due to the physical limitations of the exhibition space, only a select number of artists will be chosen. Given the considerable costs of producing our installations, if your submission is selected, there will be a participation fee of \$100 that helps to defer the cost of production, printing, photography, handling and hanging of the art. Please consider, in reference to the cost, that your work will be prominently displayed in one of the most well-established record company offices for up to one year. Your bio, contact information and web address will also appear on our website for the same period of time.

Past ArtBridge artists' work has been featured in *New York Magazine*, *The New York Times*, and *Interior Design Magazine*, among other publications. We do our very best to promote you and your work for the duration of the exhibition.

Photography of Chosen Pieces, Artist Rights and Ownership:

All pieces chosen for exhibition will be photographed by ArtBridge and converted to digital format for reproduction at 300dpi in CMYK process printing on a self-adhesive vinyl substrate.

As the artist, you retain full ownership of your original piece and are free to sell it at any time.¹ The reproductions of you work that appear in the show become the property of ArtBridge.

Press photos and official exhibition photos taken by ArtBridge are also the property of ArtBridge and will be available upon request to be used by each artist solely for their own promotion. These photos may not be used, reproduced, sold or circulated in any other way without expressed written permission from ArtBridge.

With every exhibition, ArtBridge produces tote-bags from the exhibition material. ArtBridge reserves the right to reprint exhibited artwork onto durable vinyl to be turned into fundraiser tote bags for the organization.

¹In the event that the opportunity arises for you to sell your original piece at an ArtBridge event, ArtBridge will act as a representative of your work and require a 20% commission on all sales.

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Notification and Delivery:

* **DEADLINE FOR ALL SUBMISSIONS:** Friday, April 15 at, 11.59PM

- Your work is reviewed based on the jpeg you've submitted. If your piece(s) is selected, we will need you to bring/ship your original work to the ArtBridge Studio to be photographed. If your art has been created digitally, you will need to bring us/email your original hi-resolution file(s) on a disk. **All selected work must arrive at the ArtBridge studio no later than Friday, May 10, 2011.**
- If selected, your participation fee of \$100 will be due when you drop off/ship your artwork.
- We will contact you to schedule an appointment to drop off your work. If you are sending your work to our NYC studio from another state, please prepare accordingly so that it arrives no later than May 6, 2011.
- **Out-of-state Artists:** You will be fully responsible for providing the proper shipping materials as well as all costs associated with insuring and shipping your work both to and from our studio. ArtBridge can assume no responsibility for your work while in transit.

And just one more...

Thank you so much for your interest in participating in this unique project. We look forward to seeing some exciting and interesting work. Please do not hesitate to contact us with questions and comments: info@art-bridge.org

Sincerely,

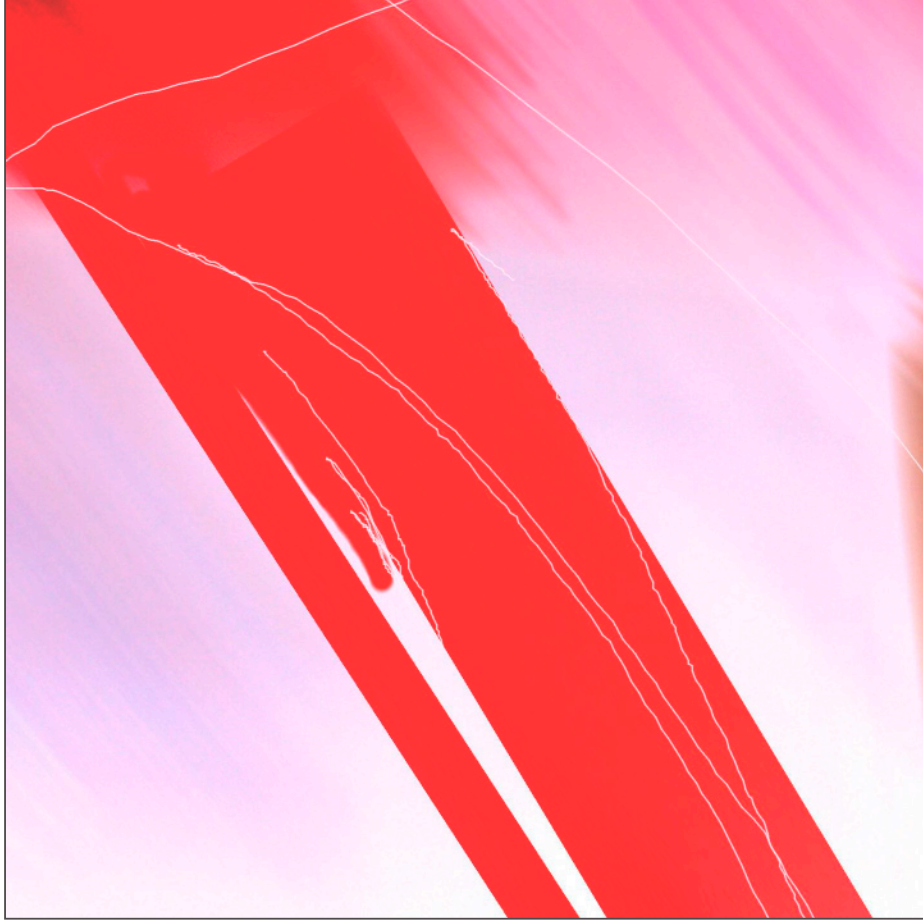
A handwritten signature in black ink, consisting of several overlapping loops and curves, appearing to be 'RD'.

Rodney Durso, Founder

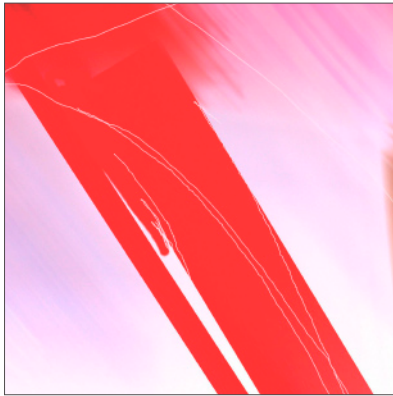
A handwritten signature in black ink, featuring a large, stylized 'J' followed by a series of loops and a horizontal line at the end.

Jordana Zeldin, Director

120" inches



30" Inches



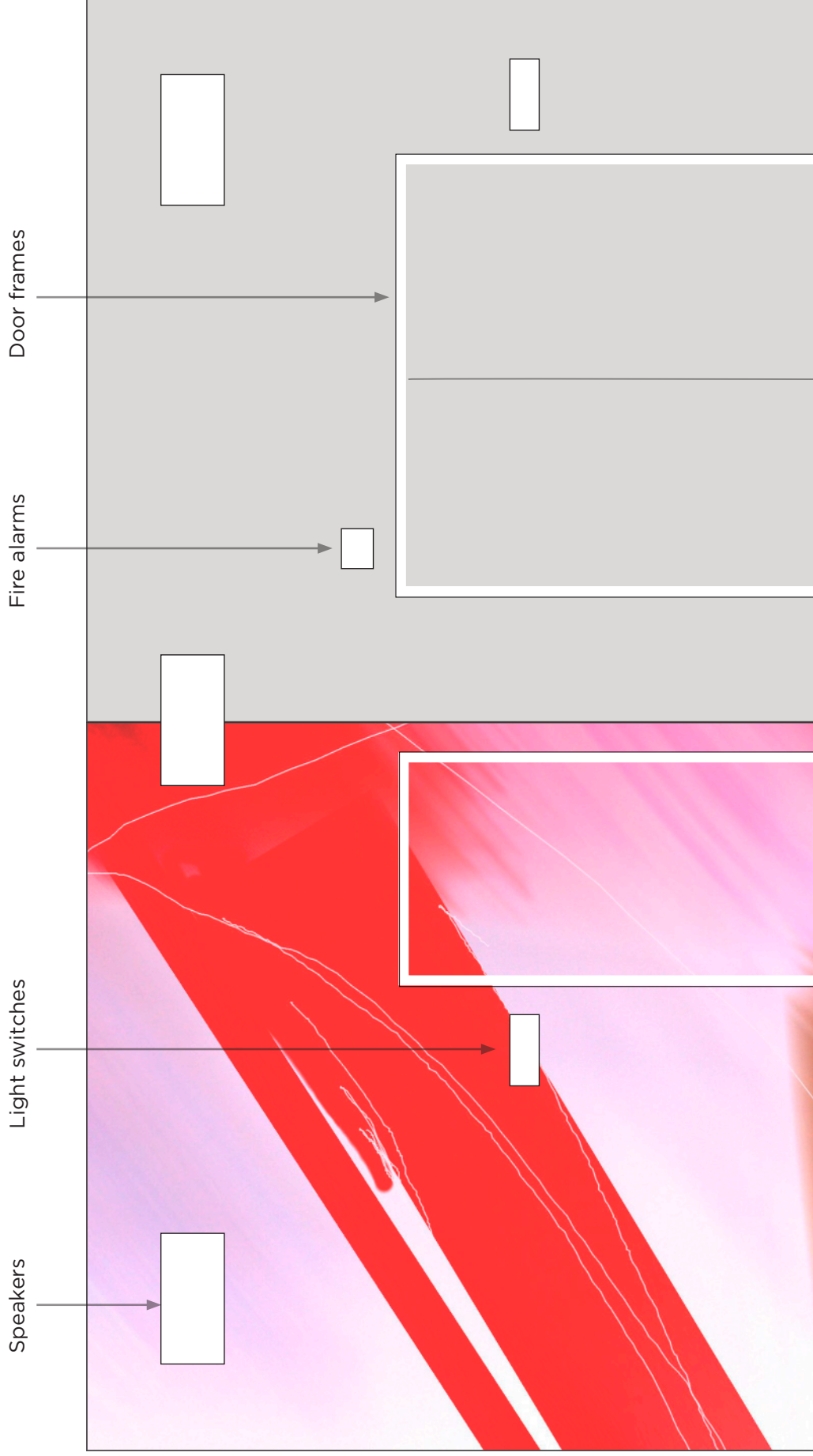
30" Inches



Your piece will be blown up 4x from 30" to 120"

ARTWORK SUBMISSION SIZE: Your original piece of art (or cropping of original piece) must be 30" inches square.

BETWEEN THE LINES SAMPLE SECTION OF EXHIBITION WALL



FINAL PRESENTATION: If selected, your piece will be installed next to another piece that is complementary in content and color. Pieces may be interrupted by door frames, light switch plates, and/or speaker brackets.