

# Call for Florida Artists

The Fifth Avenue Art Gallery (located at 1470 Highland Avenue, Melbourne, FL) is pleased to announce our **Fourth Annual 100% Pure Florida** juried exhibition. Again, we will be seeking the varied and extraordinary talents of local, regional and state-wide artists.

Subject matter and style are unlimited.

## ELIGIBILITY:

This call for artists is open to all professional artists living and working in Florida, who are 18 years of age and up.

## SPECIFICATIONS FOR ENTRIES:

- Works must be ready to display (i.e., framed/finished edges).
- Artwork must be available for purchase
- The gallery reserves the right to exclude any work not accurately represented in the application and entry form.
- Works must be no larger than 42" horizontally or 60" vertically when framed/finished.
- Work entered for consideration must be original, have been completed in the last three years and cannot be the result of a workshop.
- Work that has been exhibited in the Fifth Avenue Art Gallery within the last 3 years will not be eligible for this exhibition.

## ENTRY PROCEDURE AND FEES:

3 dimensional work should include three digital detail images of each entry, showing the front,

back and side views. All other entries are allowed one single digital image per entry. All digital images are to be JPG and between 1200 and 1800 pixels on the longest side.

### *Entry Fee:*

A non-refundable entry fee of \$30.00 is for up to three individual pieces of artwork.

### *Entry Format:*

Entries will be accepted digitally in a simple 3- step process at [www.100PercentPureFlorida.com](http://www.100PercentPureFlorida.com)

### *Jury Process:*

The show jury/judging process will be completed by a panel of five current gallery members. This is a juried show. Submission is no guarantee of acceptance. The Viewer's Choice award will be determined by votes made by viewers at the gallery during the exhibition (not including gallery members).

### *Notification:*

Notification of works accepted will be announced by e-mail by August 7th. Please be sure that [100percentpureflorida@gmail.com](mailto:100percentpureflorida@gmail.com) is in your safe contacts list if you have a spam filter set-up.

If you do not have an email address, please get in touch with a friend or family member for assistance, or sign up for a free account.

## SALES:

All work must be available for purchase. The gallery takes a 40% commission on all works sold.

## AWARDS:

1. First place receives a solo exhibition for calendar year 2010.
2. Second place receives an award of \$250.
3. Third place receives an award of \$150.
4. Viewer's Choice receives an award of \$100.

## SHIPPING:

All shipping expenses to and from the gallery are the responsibility of the artist.

The Fifth Avenue Art Gallery reserves the right to photograph accepted work for publicity purposes. Entry into the show constitutes an agreement with all conditions of this show.

## FOR MORE INFORMATION & ENTRY VISIT:

[www.100PercentPureFlorida.com](http://www.100PercentPureFlorida.com)

If you require assistance or have any questions, please contact us at:  
[100percentpureflorida@gmail.com](mailto:100percentpureflorida@gmail.com)

## TIMELINE

### July 28 (Tuesday)

Payment, entries, and images are due by 11:59 pm

### August 7 (Friday)

Notification of acceptance will be emailed by this date.

### August 27 (Thursday)

All work must be received no later than 3:00 pm on August 27.

### September 4 (Friday)

Opening reception 5:30-8:30pm. Show runs September 1 through September 30. First, Second, and Third place awards announced at the opening.

### September 22 (Tuesday)

Viewer's Choice Award announced.

### Sept 30, Oct. 1

Artwork must be picked up between 10:00am and 7:00pm. (unsold shipped works will be sent back by October 10<sup>th</sup> at the artist's expense.)

## RESOURCES:

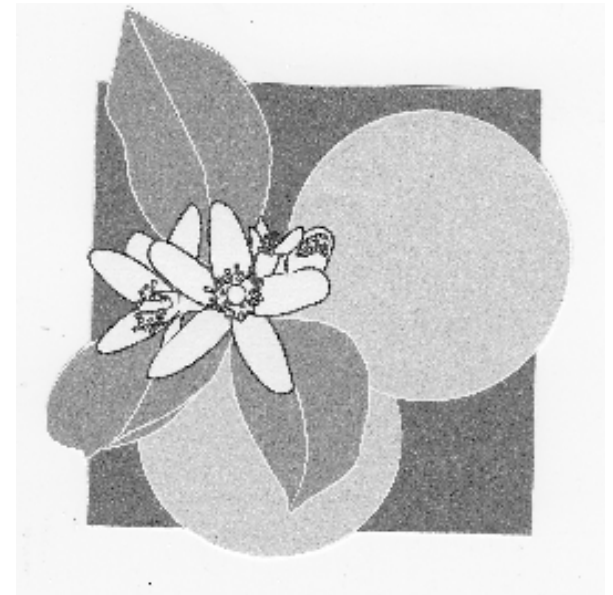
For those of you who require assistance in transferring slides or original artwork to digital files, we have gathered several resources to help you prepare:

### *Convert Slides/Film to Digital*

The following is a list of vendors who can take your slides/film and create a digital file within roughly 2-5 days:

- **John Andreozzi | 321-777-9436**  
Brevard county photographer John Andreozzi can produce digital files from your original artwork, photos, or 35 mm slides.
- **Replicolor | 1-888-244-2222**  
[www.RepliColor.com](http://www.RepliColor.com)  
This service will convert your slides to digital files - call them for details.

# 100% Pure Florida



Fourth annual juried exhibition  
Held by the:

*fifth avenue*  

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**ART GALLERY**