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Non-profit Org.
U.S. Postage
PAID
Permit No. 441
Worcester, MA

ARTSWorcester (AW) is a non-profit membership organization with over 400 established and emerging visual, performing, and literary artists who live/work in Central Massachusetts. Reflecting the evolving needs of its members and the community at large, AW offers professional exhibitions and performances; works collaboratively with cultural organizations and the business sector of the community; and serves as an advocate for the arts as a cultural and economic force at local, state, and federal levels.

ARTSWorcester's main programming includes exhibitions, concerts, open studio tours, literary, performing, and visual arts lectures, workshops, and receptions. AW offers more than 24 visual art exhibits annually at: the historic Aurora Gallery, the Hanover Theatre for the Performing Arts, the Greater Worcester Community Foundation, as part of the Worcester Windows Program, and GArth Gallery of Art at the Hadley.



ARTSWorcester 2010 & 2011 Gallery Season Prospectus

ARTSWorcester invites visual artist members to submit work for the 2010 and 2011 Gallery Seasons.*

Dear Visual Artist,

In 2009, ARTSWorcester's highly successful gallery program highlighted the work of approximately 400 visual artists in solo and group exhibitions, welcomed thousands of visitors, and to date, generated over \$16,000 in sales of art, 60% of which was returned to the artists.

Our Aurora Gallery continues to host solo, group, and theme shows, and during the 2010 and 2011 seasons we look forward to staging exhibitions that will challenge traditional concepts and present viewers with intriguing works of art. We encourage artists with innovative and challenging concepts, new media, and/or new approaches to traditional media to submit proposals for solo, group, collaborative, and multi-disciplinary exhibitions.

During the 2010 and 2011 gallery seasons, exhibitions may be scheduled by the ARTSWorcester Visual Arts Committee for the following locations:

- ARTSWorcester's Aurora Gallery
- GArth Gallery of Art at the Hadley
- Hanover Theatre for the Performing Arts
- Greater Worcester Community Foundation
- Worcester Windows Programs
- UNUM's Art-at-Work Program

* A Call to Performing Artists will be mailed separately.

ARTSWorcester's 2010-2011 Gallery Season

Artists are encouraged to submit:

- **Innovative, inspiring, and exciting work**
- **Proposals for solo, group, collaborative and multi-disciplinary exhibitions**

Deadline for submissions: May 15, 2010

Notification of acceptance status will be sent by email or phone by June 26, 2010.

All submissions will be reviewed by the ARTSWorcester Gallery Committee. Selections will be based on originality, vitality, and overall strength of the proposals. Submitted imagery should reflect the artists exhibit proposal, concept, theme, or otherwise illustrate the cohesiveness of their selected body of work.

Submission Guidelines:

- Completed Application form (to right)
- Current ARTSWorcester membership (\$35 membership check if needed)
- Current resume and artist statement
- 5 images for solo show consideration
- For group show consideration: 5 images from each artist in group
- Labeled images of original work completed within the past two years submitted in slide or digital format
- Digital Submission: CD with images in JPEG format, 150 DPI, no larger than 800 x 800 pixels labeled with artist's last name and image number to correspond to the "Image List" on the application form
Example: Smith_1.jpg
- Slides submission: slides labeled with artist's last name and image number to correspond to the "Image List" on the application form
Example: Smith #1
- Select category from one of the following:
 - ♦Painting♦ Photography ♦ Works on paper ♦Mixed media
 - ♦Digital media ♦ Sculpture ♦ Craft
- Self-addressed, stamped envelope for return of CD or slides

Please note:

Additional calls-to-artist will be sent out for several themed ARTSWorcester group member shows scheduled throughout the year.

Application Form 2010-2011 Gallery Season

Artist Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Cell Phone: _____

E-mail: _____

Website: _____

Please provide a brief exhibition proposal or concept.
Include names of potential co-exhibitors, if any, for group shows:

_____ I am interested in collaborating on a group show and would like to meet with other interested artists.

Image List

#1 Title: _____

Medium: _____

Category: _____ Dimensions: _____

#2 Title: _____

Medium: _____

Category: _____ Dimensions: _____

#3 Title: _____

Medium: _____

Category: _____ Dimensions: _____

#4 Title: _____

Medium: _____

Category: _____ Dimensions: _____

#5 Title: _____

Medium: _____

Category: _____ Dimensions: _____

Add additional sheet if needed