

## call for entries

### ***The World of Frida***

**on view July 8 – September 16, 2018**

**Deadline to apply: April 21, 2018**

*The World of Frida* celebrates the culture, style, and persona of visionary painter Frida Kahlo—an artist who continues to inspire with her story of love, adventure, pain, and courage. The exhibition will include art with Frida Kahlo as the subject as well as artworks inspired by her life and art, including themes of Frida's garden, Mexican culture and fashion, vibrant colors, surrealism, and more. Artwork submitted should be completed pieces or concepts for installations.



*The World of Frida* weaves juried and invitational shows that reference the artist, partnered with a national traveling photography exhibition, titled *Frida Kahlo: Through the Lens of Nickolas Muray* which features 46 vintage photographs of Frida. The opening reception will include a Frida Fashion Show where all are welcome to participate.

[www.bedfordgallery.org/frida](http://www.bedfordgallery.org/frida)

#### jurors

##### **Lisa Congdon**

Fine artist, illustrator and author Lisa Congdon is best known for her colorful paintings and hand lettering. She works for clients around the world including MoMA, REI, Harvard University, Martha Stewart Living, Chronicle Books, and Random House Publishing, among many others. She is the author of seven books, including the starving-artist-myth-smashing *Art Inc: The Essential Guide to Building Your Career as an Artist*, and illustrated books *The Joy of Swimming*, *Fortune Favors the Brave*, *Whatever You Are, Be a Good One*, *Twenty Ways to Draw a Tulip* and *A Collection a Day*. Her latest book, *A Glorious Freedom: Older Women Leading Extraordinary Lives*, was released by Chronicle Books in October 2017. She was named one of 40 Women Over 40 to Watch in 2015 and she is featured in the 2017 book, *200 Women Who Will Change the Way you See the World*. She lives and works in Portland, Oregon.

##### **Rebecca Gomez, Curator of Exhibitions & Programs; Mexic-Arte Museum, Austin, TX**

Rebecca Gomez earned her B.A. in Art History from Southwestern University (2007) and her M.A. in Art History and Criticism from the University of Texas at San Antonio (2011), focusing on Latin American Art and writing her thesis on "The History, Collection, and Display of Chicano/a Art in San Antonio." Rebecca served as Assistant to the Curator at the UTSA Art Collection for three years; interned at the Royal Academy for the Arts in London (2006); and curated the San Angelo Museum of Fine Arts' exhibit: *Art of Devotion: 18th and 19th Century Mexican Religious Folk Art* (2007). Her written work appears in peer-reviewed publications, including *Anales del Instituto de Investigaciones Estéticas* (National Autonomous University of Mexico) and *Hemisphere: Visual Cultures of the Americas* (University of New Mexico). Rebecca is the Curator of Exhibitions and Programs for the Mexic-Arte Museum in Austin, Texas, an institution dedicated to the cultural enrichment and education through the collection, preservation and presentation of traditional and contemporary Mexican, Latino and Latin American art and culture. In the past three and a half years she has served as the project director or curated nearly 30 exhibitions including the recent exhibition *Diego and Frida: A Smile in the Middle of the Way*

(2016). Additionally, she has served as a panelist for the East Austin Studio Tour and the West Austin Studio tour for Big Medium.

#### awards

Cash awards, plus prizes.

#### entry information

##### Eligibility

Open to all artists, 18 years of age or older.

##### media/size

Open to all media. There are no size limitations for entries. Please include specific dimensions with your entry. Bedford Gallery reserves the right not to accept exceptionally large, heavy, or cumbersome pieces. Work must be framed (when applicable) and ready to hang (wire, d-rings, or cleat). For framed artwork, **ACRYLIC GLAZING ONLY**; NO GLASS IN FRAMES. All art must be labeled with artist's name, title, year, and medium.

##### entry fee

A non-refundable fee of \$35 is required. This fee covers up to 3 entries. Online submissions are not considered complete until payment is made.

You can put your entry fee towards a Bedford Membership. For an additional \$15 you can become a Bedford Member – receive free admission for a year, plus other benefits. Visit [www.bedfordgallery.org/membership](http://www.bedfordgallery.org/membership) to find out more, or email [galleryinfo@bedfordgallery.org](mailto:galleryinfo@bedfordgallery.org).

##### shipping and delivery

All accepted entries must be received by Bedford Gallery **between June 18 and June 22, 2018**. All shipping materials will be kept and used for return shipping. Please label boxes and all interior packing materials with your name. Shipped work should arrive in a sturdy container than can be easily unpacked and repacked along **with return postage or prepaid shipping documents** and correct return labeling. Be sure to indicate insurance value for shipping both ways. For framed work we highly recommend FedEx Framed Art Boxes.

Hand-delivered artwork may be dropped off June 18 - 22, between 10:00 a.m. and 5:00 p.m. only.

Following the close of the exhibition, artwork can be picked up Sunday Sept 9, 2017 between 5:00 and 7:00 p.m. and Mon Sept 10 – Fri Sept 14, between 10:00 a.m. and 5:00 pm. Please arrange for a representative to pick up your work if you are unable. Artwork remaining at the Bedford Gallery past specified pick-up dates and times will be subject to a \$10 per day storage fee. Shipped artwork will be packaged and shipped beginning on Sept 11. Return of work without return postage or prepaid shipping documents will be delayed.

##### sales

Artists are encouraged to sell their work. Artists receive 60% of the sale price for work that is sold. In the past, public interest in available work has been high and the Gallery believes such artist-collector dialogue is a vibrant part of exhibitions. All work must have a declared value for insurance purposes, even if it is not for sale.

Payment for sales will be mailed checks (no exceptions) and artist will be required to submit W-9 or W-8BEN before receiving payment.

##### liability

Artwork accepted for the exhibition will be insured by the City of Walnut Creek from the time it is received and inspected by Gallery Staff until artwork is tendered to shipper for return to the artist or artist's agent. Delivery

and pickup are the responsibility of the artist. During the exhibition, artwork will be insured against all physical loss or damage from any external cause. Insurance is limited to the wholesale value at the time of loss. If damage occurs and the piece can be repaired, liability will be limited to the cost of such repair.

### agreement

Submission of work constitutes an agreement to the conditions set forth and acceptance that the decisions of the juror are final. Bedford Gallery may photograph and reproduce accepted work for promotional purposes. Artists may not withdraw accepted entries before the close of the exhibition.

## how to enter

Bedford Gallery will only be accepting **online entries** for *The World of Frida* through the online portfolio review site SlideRoom.

1) **Register** at <https://bedfordgallery.slideroom.com/>. You can access this website from any browser with the free application Adobe Flash Player. If you don't already have Flash, your browser will prompt you to download it, or you can get it here: <http://www.adobe.com/products/flashplayer/>.

2) Follow the instructions to **upload up to 3 entry images** (up to 5MB) to the *The World of Frida* program. Video artists may submit files in mov, wmv, flv, or mp4 formats (up to 60 MB). **Complete entry details for each image**. You can save your progress and return to your entry at any time before the deadline to edit your information.

3) **Complete payment information** to finalize your entry. You cannot edit your entry after submitting payment information. Payments must be received by the deadline for your entry to be accepted.

Please do not submit any materials directly to the gallery. If you need help using SlideRoom, please consult their Help Desk: <https://slideroom.zendesk.com/home>. We recommend starting with their handy Step-By-Step Guide (Help Desk > Getting Started) and Video Tutorial (on the Bedford Gallery portal home page).

## calendar

<b>April 21</b>	DEADLINE to enter. Artwork details, images, and payment due.
<b>May 1</b>	Artists notified of juror's results by email.
<b>June 18-22</b>	Drop-off of selected artwork from 10:00 a.m. – 5:00 p.m. Deadline for receipt of shipped selected work.
<b>July 8</b>	Exhibition opens with a reception & Frida Fashion Show from 3-5 p.m.
<b>Sept 16</b>	Exhibition closes
<b>Sept 17-21</b>	Pick-up of artwork from 10:00 a.m. – 5:00 p.m. Return of shipped work.