



Friends of East County Arts, Inc.

3rd ANNUAL ALLEY CAT JURIED ART SHOW

July 17, 2009 – August 14, 2009

CALL FOR ENTRIES

FRIENDS OF EAST COUNTY ARTS, INC. presents the 3rd annual ALLEY CAT JURIED ART SHOW. Opening weekend will be July 17-18, 2009, in conjunction with the ALLEY CAT SUMMER FEST held in the Downtown El Cajon Art District, which attracts visitors from all over San Diego County. The Art Show will be held at Sophie's Gallery, located at 109 Rea Avenue, in El Cajon.

ARTISTS' RECEPTION AND EXHIBIT DATES

An Artists' Reception will be held for the participating artists and the public on Friday, July 17, 2009, from 5:30 p.m. to 7:30 p.m., at Sophie's Gallery. The Art Show will be open to the public from July 17, 2009 through August 14, 2009, Monday through Friday, from 10:00 a.m. to 5:00 p.m.

CATEGORIES AND AWARDS

Categories will be watercolor, oils/acrylic, photography and other/mixed media. Awards will be given for 1st place, 2nd place, 3rd place and Honorable Mention in each category. "Best in Show" will be selected from the 1st place winners in each category. The public will be invited to vote for the People's Choice award during the Artists' Reception. Cash awards will be given for the following:

Best in Show	\$250.00
Watercolor	\$200.00 - 1 st place, \$100 - 2 nd place, \$50 - 3 rd place
Oils/Acrylic	\$200.00 - 1 st place, \$100 - 2 nd place, \$50 - 3 rd place
Photography	\$200.00 - 1 st place, \$100 - 2 nd place, \$50 - 3 rd place
Other/Mixed Media	\$200.00 - 1 st place, \$100 - 2 nd place, \$50 - 3 rd place
People's Choice	\$100.00

Honorable Mention winners will receive ribbons. All awards will be presented during the Artists' Reception on Friday, July 17, 2009.

FEES AND SUBMISSION PROCESS

- Complete the Entry Form and Notification Form. Forms are available at www.friendsofecarts.org.
- Artists may submit any number of entries in any combination of media/categories.
- Send \$25.00 for the first entry, and \$10.00 for each additional entry. Please make checks payable to Friends of East County Arts, Inc.
- Entries must be submitted in JPEG format, by email or on CD.
- Submit entries by email to: friends@friendsofecarts.org. If entries are submitted by email, a check for the appropriate entry fee(s) must be sent by regular mail to the address shown below.
- Entries submitted on CD must include a check for the appropriate entry fee(s). Mail the CD and check for the entry fee(s) to:

Friends of East County Arts, Inc.
Alley Cat Juried Art Show
P. O. Box 12785
El Cajon, CA 92022

- All entries, whether submitted by email or on CD, and all entry fees, must be received by Friends of East County Arts, Inc. by 5:00 p.m. on Friday, June 5, 2009.
- All art must be the original work of the artist.

JURORS

Vicky DeLong, Executive Director of the Bonita Museum and Cultural Center, and Richard Todd, Coordinator of Arts and Culture for the City of Chula Vista, and former juror for the San Diego Art Institute, will be the Jurors for the Art Show. They will work together to select the pieces to be exhibited in the Art Show and to determine the final award winners.

JURYING AND JUDGING PROCESS

Artwork submitted will be viewed by the Jurors in a Power Point computer presentation. Entries will be juried by category. Artists will be notified of the entries selected for exhibit by June 30, 2009. Notification will be made by email unless the entries were submitted on a CD accompanied by the completed Entry Form and Notification Form.

Artwork selected for exhibit must be delivered to Sophie's Gallery, located at 109 Rea Avenue, El Cajon, on Saturday, July 11, 2009, between 9:00 a.m. and 2:00 p.m. The Jurors will view the original artwork to determine the winners of the various awards (other than the People's Choice award). Winners will be announced and awards will be presented during the Artists' Reception on Friday, July 17, 2009.

DISPLAY REQUIREMENTS

Original artwork selected for exhibit may not exceed 38 inches on any side. Each original piece must have a label on the back with the artist's name, title of the piece, and sale price. All pieces selected for exhibit must be framed or on canvas wrap. Please do not use glass in frames. Oil paintings must be dry. Each original piece must be delivered with a wire attached appropriate for immediate hanging.

ART SHOW SALES

All pieces selected for the Art Show must be available for sale. The sale price is to be determined in advance by the artist. Sales tax will be added to the underlying price. All sales will be processed by Sophie's Gallery. Sophie's Gallery will retain a commission in the amount of 25% of the sale price (before taxes), and give the artist a check for the balance of the sale price at the close of the Art Show.

CALENDAR

June 5, 2009	Deadline to receive entries (by email or on CD) and payment of fees.
June 30, 2009	Artists will be notified of selection results by email, or regular mail if submitted on CD.
July 11, 2009	Artists deliver original art to Sophie's Gallery between 9:00 a.m. and 2:00 p.m.
July 13-15, 2009	Judging of original artwork and determination of award winners.
July 17, 2009	Opening Night of Art Show, Artists' Reception and presentation of awards.
August 14, 2009	Art Show closes.
August 15, 2009	Artists pick up original art at Sophie's Gallery between 9:00 a.m. and 2:00 p.m.

CONTACT:

For more information and Entry Forms, please go to www.friendsofecarts.org. For further questions, please email friends@friendsofecarts.org, or call Judy Godde at (619) 820-6636.

RELATED EVENTS

The ALLEY CAT SUMMER FEST will also be held July 17-18, 2009, in the Downtown El Cajon Art District, with numerous family events occurring at various times and locations throughout the weekend. Vendor booths are available (separate from the ALLEY CAT JURIED ART SHOW). For more information contact Debra Turner Emerson at St. Madeleine Sophie's Center, (619) 442-5129.

In addition, the LITTLE AND LARGE JEWELRY AND SCULPTURE EXHIBITION, sponsored by the SAN DIEGO MUSEUM OF ART and the SAN DIEGO VISUAL ARTS NETWORK, will open Saturday, July 18, 2009. Items selected to be part of this Exhibition will be displayed in several locations in Downtown El Cajon, including Sophie's Gallery, 109 Rea Avenue, El Cajon, and the St. Clair Gallery, 270 East Douglas Avenue, El Cajon. For more information, see www.SDVisualArts.net or contact Patricia Frischer at the San Diego Visual Arts Network, (760) 943-0148.