

## **DEADLINE JAN 05, 2018**

### **ARTS ALIVE EXHIBIT 2018**

The art banners are exposed to the elements and other hazards. The 101 Artists' Colony and Leucadia 101 are not responsible for lost, stolen, or damaged banners.

### **Do's & Don'ts & about "Arts Alive"**

**-DO** *paint the blank side* and **DO** check the back to make sure you are not painting upside down.

**-DO USE ACRYLIC PAINTS.** The banners will be rolled up during handling and oils and spray paints tend to stick and/or peel.

**-DO NOT** use oils or spray paint. They do not dry well, tend to flake, or may stick or crack. **ALSO**, banners with heavy coats of paint tend to curl.

**-DO SIGN YOUR BANNER** or at least initial it to make identification easier throughout the handling.

**-DO** communicate early if you cannot paint your banner so that we have time to give it to another artist. **Do Not** pass it on to someone else.

**-DO turn it in by the deadline of January 5.** This date is critical to allow for photography and printing of the Auction Guide in time for the Unveiling Reception.

**-NO PRINTS.** **No photographs, graphics, etc. Original painting & composition.**

**-DO NOT GLUE** or apply items. They do not hold up to the elements and handling. They tend to curl up, fall off, or tear.

**-DO NOT CUT** the banner.

***-SEALER & PRIMER*** – Many artists do not use either. However, if you use a sealer, test a small patch to see if it dries. Avoid using sealer that may remain sticky causing the paint to peel when the banner is unrolled. ***Some glossy sealers tend to stay sticky and do not photograph well for the Auction Guide*** nor do they hold up to handling.

***-DO NOT*** pass your unpainted banner on to someone else. Return it. This exhibit is by invitation.

***-DO NOT*** reveal your completed artwork on social media or publicly prior to the Unveiling Reception (date TBA – usually mid-Feb or early March). That way we can maintain the element of surprise and we when they are unveiled!

***-This is Public Art*** - The banners are displayed on public streets and should be appropriate for all ages. There is no theme, but please no unfavorable portrayals of individuals, public or private.

***-City code prohibits the image on public banners of any living person who has either held or run for public office in San Diego County.***

### ***Arts Alive Encinitas – Basic Facts***

***-Arts Alive Encinitas is a program of the 101 Artists' Colony in collaboration with Leucadia 101 Main Street Assn. This marks the 18<sup>th</sup> year of this invitational public art Exhibit that is on display Feb-May. Each organization coordinates the administration and pays the expenses of the Arts Alive Encinitas Exhibit. In addition, the Exhibit is promoted by both organizations on their websites and Facebook pages as well as other media.***

***-The banner artists are encouraged to promote their banners. HOWEVER, to preserve the surprise element at the Unveiling Reception, please do not reveal your completed banner to the public (i.e. through social media) until after the Unveiling Reception.***

***-Any questions about Arts Alive should be directed to either 101 Artists' Colony [info@artsalivefoundation.org](mailto:info@artsalivefoundation.org) or Leucadia 101 [carris@leucadia101.com](mailto:carris@leucadia101.com)***

***-Arts Alive Encinitas is NOT a city program.***

*-The Exhibit is displayed on light poles on the Coast Hwy from Leucadia through Cardiff (and at Cardiff Town Center) Feb-May. The banners are offered for sale to the public through silent bids and a Final Live Auction.*

*-Minimum bid for a banner is \$150. Sales tax is added at time of Final Auction. First silent bids are taken at the Unveiling Reception (date TBA).*

*-The art banners are hung on the light poles after the Unveiling Reception. Silent bids can continue to be made while the banners are hanging between Feb-May through Leucadia 101 at 760-436-2320 until the Final Live Auction (late May or early June date TBA).*

*-After the Final Auction the artists' share of the proceeds will be distributed. This usually takes a couple of weeks so that the all payments from bidders can be collected.*

*--The artist receives 50% of the sale proceeds from the sale of his or her banner. If a banner is unsold at the Final Auction, the artist may purchase his/her banner for \$75. Otherwise, one of the organizations listed above maintains ownership of it and may continue to display it for sale or other purposes. If the banner sells within 1 year of the Final Auction, the artist will still receive 50% of the sale amount.*

*-Auction Guides and Bookmarks will be printed. Auction Guides will be distributed at the Unveiling Reception and throughout the exhibit and will be available online. Bookmarks will go on sale for \$1 each. The artist will receive 15 free bookmarks.*

*-Each artist will receive a high-res image of his or her banner.*

**The deadline date of Jan 5 is critical. We need to photograph the banners and type the artist bios so that the Auction Guides and bookmarks can be printed before the Unveiling. Please no exceptions. If you know you cannot meet the deadline, give it back early and another artist will get the opportunity. Do Not pass on to someone else.**

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***-TO VIEW BANNERS ONLINE:*** Available online **AFTER** the Unveiling Reception at [www.artsaliveencinitas.com](http://www.artsaliveencinitas.com) OR [www.101artistscolony.com](http://www.101artistscolony.com).

***-To view prior years' Auction Guides*** go to [www.artsaliveencinitas.com](http://www.artsaliveencinitas.com) or [www.101artistscolony.com](http://www.101artistscolony.com)

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**DEADLINE JANUARY 5, 2018**

**We will announce drop-off opportunities for artists as the deadline approaches. However, do not hesitate to turn in your banner early! Contact your organization (either 101 Artists' Colony or Leucadia 101) when you have your banner ready to turn in.**