



**The Morton Arboretum Photographic Society
Nature Photography Exhibit**

January 12, 2012

Dear MAPS Member,

We are excited to be sending you this announcement and invitation to show your art work at our First Annual MAPS Nature Photography Exhibit, to be displayed at The Morton Arboretum in the Sycamore Room (just west of the Visitor Center, next to the Plant Clinic) on Saturday, March 24th and Sunday, March 25th of 2012. This showing of *members-only* photographic art will celebrate our official coming of age event.

The MAPS community and executive board would like to invite you to submit your photographs for this wonderful venue, which will be open for the public viewing and enjoyment. We hope to see your photographs on display in our MAPS Nature Photography Exhibit!

To participate in the show, you need to observe the following:

- Be a member in good standing for the 2012 year (which includes all members who joined MAPS in 2011).
- Reply to and complete the registration email form by February 24th.
- Print out and complete the labels and attach them to the back of your art work (p. 5).
- Bring a registration fee of \$20.00, or donate artwork for the sale table equal to that amount (p. 2).
- Volunteer your time during the exhibit week, if possible. Sign up will be in early March 2012.

Enclosed are:

- Official exhibition guidelines
- Labels for your artwork
- Other important pieces of information

Whether or not you are exhibiting, we can use your help. Volunteering is a wonderful way to show your support and to be a part of the exhibit.

Please contact us if you have any questions or wish to volunteer to help.

<i>Exhibition Co-chair: Greg Blue</i> <i>Phone: 630-341-1690</i> <i>E-mail: gtblue7@gmail.com</i>	<i>Exhibition Co-chair: Mary Mehl</i> <i>Phone: 630-960-2281</i> <i>E-mail: marymehl@comcast.net</i>
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GUIDELINES FOR ACCEPTANCE OF ART INTO MAPS EXHIBITIONS

MAPS has a focus on nature photography that distinguishes it from other fine art groups. At the same time, we recognize and support the need for each individual to follow her or his own artistic path. Artwork shown in MAPS exhibitions is subject to special guidelines which are outlined below. All work is refereed for compliance before the exhibition.

- **SUBJECT MATTER** – Inspired by nature!
 - Landscape, Macro/Close-up, Abstract/Impressionist, and Wildlife subjects of nature are all allowed.
 - Hand of Man objects, surfaces and backgrounds may be a part of the composition in an exhibited photograph and bin art as long as the primary intent and focus of the work is to portray nature in context.
 - Text may be included as a design element of the artwork. The text should not be the focal point or stand alone. Text may also be included as the title, artist's signature or scientific nomenclature. If scientific nomenclature is used, it must be accurate and spelled correctly.
 - Work must be original, from the artist's own observations.
 - The final decision of acceptance of art work will be at the discretion of the exhibition referees.

- **ART TYPE** – Artwork for panel display, art bins and donated artwork:
 - a. **Artwork for panels** are photographs that will be hung for display on exhibition panels. They are:
 - Professionally framed
 - Professionally matted and wrapped in acetate
 - Canvas wraps
 - Metal prints or prints on other substratesEach registrant may submit up to **three** photographs for exhibit on panels.

 - b. **Artwork for art bins** are photographs that are *not* framed. It is expected that these photographs are for sale, and can be:
 - Matted and wrapped in acetate
 - Printed on sturdy matte board and wrapped in acetate.These photographs will be placed in bins for the public to peruse, so they should be sturdy enough to withstand this type of handling. Sizes can range from 5”x7” to 28”x36”. Each member may submit an unlimited number of photographs for the art bins. *These pieces should not be the same photographs as those on exhibit panels.* Bin art that is strictly for sale by members can be sold after the exhibit has concluded.

 - c. **Artwork donated for the sale table** are pieces that have been brought in for MAPS fundraising purposes. This artwork can be donated in lieu of the \$20.00 registration fee. It will be placed on our sale table and can be purchased during the exhibit, with 100% of the proceeds going to MAPS. *These pieces should not be the same photographs as those on exhibit panels.* Some examples of donated artwork might include matted and wrapped photographs, or photographs printed on sturdy stock and wrapped, packaged notecard sets, mouse pads, or other *items that contain your photographic images.*

- **MATTING AND FRAMING** - All photographs for display on panels will be framed, professionally matted and wrapped in acetate, canvas wrap or metal prints and other substrates. All pieces must have either a wire hanger or should be provided with professional mounting; **no saw tooth hangers allowed.**

The best presentation for exhibition should keep the focus on the artwork; the framing secondary in terms of visual order. Please use good judgment when choosing a frame, keeping in mind the overall size, weight and bulk of your framed artwork that will be hung for display during the exhibition.

Photographs for the art bins should be matted and wrapped in acetate or printed on sturdy matte board and wrapped in acetate.

- **SIZE REQUIREMENTS** – maximum dimensions for all pieces are 28” x 36” – framed or matted.

Photographs for panel display:

- Framed using glass or Plexiglas: outside dimensions, including frame or matte may not exceed 28" x 36"
- The width of frame molding may not exceed 2 1/2"
- Matted: *professionally* matted and wrapped in acetate, and outside dimensions, including matting may not exceed 28” x 36”
- Canvas wraps, metal prints and prints on other substrates should not exceed the 28”x36” size limit

Photographs for art bins:

- Can be matted and wrapped in acetate
- Can be printed on sturdy matte board without matting and wrapped in acetate
- Should be able to withstand being filed in an art bin with other pieces and handled by the public
- Can range in size from 5”x7” to 28”x36”

PHOTOGRAPHY REGISTRATION FORM

Be sure of your information. No changes will be made after the email form is submitted. Please read all information provided here carefully before replying with the email registration form. Photographs are accepted for exhibition after compliance with requirements as determined by the referees on Referee Night – March 22, 2012.

This email you have received should be filled out to register your photographs for the exhibit. All submissions need to be sent via reply to this email by February 24th.

- Register your photograph(s) by completing the registration information contained in this email and replying to this email (one reply for each photograph, up to 3 photographs).
- Also, send a JPG file attached to your email reply, sized to 1000 pixels on the long side of each photograph, file to be labeled as MAPS (your name) and number of submission with no spaces – i.e. (MAPS JohnSmith1, MAPSJohnSmith2, and MAPSJohnSmith3).
- If you submit more than one photo for panel exhibition, please number your photos in order of importance, with 1 being your favorite to exhibit, and 3 being your least favorite. (It is anticipated that all entered photography will be exhibited. However, if we run short on room we will omit entry #3, then #2). Please count spaces as characters in creating your titles - **28 letter max.**

Note: You must fill out one email registration reply for each photograph for panel exhibit, and enter a dollar value for each photograph, *even if the item is not for sale.*

Photographs for the art bins and donated artwork for the sale table need not be registered by email, but must be brought in for Referee Night on Thursday, March 22.

IMPORTANT INFORMATION

- **Sales and Fundraising information:**

Due to the Arboretum's not-for-profit status, no sale or removal of any photographs displayed on the panels will be permitted during the exhibit. Prospective buyers may leave their name, address and phone number at the Membership Table. You may arrange for sales to be completed after the show, with clients purchasing artwork from you at the Arboretum. Inquiries will be turned over to artists at the end of the show, but please check during the show to see if you have any inquiries. As a matter of courtesy, please respond to all inquiries.

Bin art photographs and other artwork will be for sale during the exhibit *if it has been donated* by the artist for MAPS fundraising purposes. The MAPS Exhibit is our biggest fundraiser of the year. It is hoped that many artists will choose to donate photographs and artwork for our sale table, whether or not they choose to exhibit a photograph.

Bin art photographs that are strictly for sale by the artist will be sold after the conclusion of the exhibit, in the same manner described above for the photographs on exhibit.

Artists are expected to donate **15% of any sale** resulting during or after the exhibit to MAPS. Make checks payable to: Morton Arboretum Photographic Society, indicating "Exhibit Sale Proceeds". Mail checks to: M. Mehl, 6604 Oak Tree Trail, Woodridge, IL 60517.

- **Labels:**

Please use the labels provided in this form for use with all types of art – pieces for panel exhibit, pieces for the art bins and artwork for the sale table. You decide whether or not your artwork on display is for sale. It is expected that the pieces in the art bin and artwork on the sale table are for sale. Print out the labels and mark them carefully. Attach them securely to the back all artwork. *Please print clearly!*

- **Age of artwork:**

Please exhibit artwork that is five years old or less.

- **Guidelines:**

All work must comply with the MAPS Exhibition Guidelines as outlined in this document. The referees will check compliance with the guidelines. The referees have the right to refuse any entry for non-compliance with the guidelines.

- **Liability:**

Neither MAPS nor The Morton Arboretum will be responsible for the loss of or damage to artwork. All reasonable care will be taken to protect the artwork.

- **Withdrawal from exhibit:**

Should you be unable to participate in the exhibit following submission of your registration, or need to withdraw your artwork, please contact exhibit co-chairs by March 16, 2012.

IMPORTANT DATES

Dates and Deadlines:

- **Registration Forms Due: 2/24/2012**

Reply to our MAPS Exhibit email containing the completed registration form, and attach a JPG file (as described on page 3) by February 24th.

- **Drop Off/Referee Night: 3/22/2012**

Drop off all artwork for panel display, art bins and artwork donated for the sale table on Thursday, March 22nd at the Sycamore Room (just west of the Visitor Center, next to the Plant Clinic) between 4:00 and 7:00 P.M. (If you need to make arrangements with a friend to drop off your artwork, that's fine – just be sure that it is labeled properly.) Please bring your registration fee of \$20.00 (check to MAPS or cash; no credit cards) or donate artwork for the sale table equal to that value.

- **Reception: 3/23/2012**

A reception will be held on Friday, March 23 in the Sycamore Room from 5:00-8:00 P.M. for all MAPS members, Morton Arboretum members and their guests.

- **Exhibit: 3/24-3/25/2012**

Saturday, March 24th and Sunday, March 25th, from 10:00 AM – 4:00 PM in the Sycamore Room. Come anytime and bring your friends and family!

- **Pick up Artwork: 3/25/2012**

Sunday, March 25th, 4:15-5:30 P.M. The Morton Arboretum will not store artwork left behind. (If you need to make arrangements with a friend to pick up your artwork for you, please inform us of this in advance!)

LABELS FOR ALL ARTWORK

Print out and attach one label securely to the back of all artwork: photographs for panel display, art bins and sale table artwork.

PLEASE PRINT CLEARLY!

<u>MAPS Photo Exhibit</u>	<u>If this is for panel display, please rate it by circling</u>		
	#1	#2	#3
Artist:			
Address:			
Phone:			
Title of Work:			
If framed: Glass () or Plexiglas ()			
Panel display () OR bin art () Is this artwork a donation? Yes No			
Is artwork for sale: Yes () No () Value \$_____			

<u>MAPS Photo Exhibit</u>	<u>If this is for panel display, please rate it by circling</u>		
	#1	#2	#3
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Is artwork for sale: Yes () No () Value \$_____			

OPTIONAL :

ARTIST STATEMENT

Members showing work in the exhibition are invited to submit an optional Photographic Artist's Statement, which will be kept in a binder available for viewing throughout the exhibit. If a visitor makes an inquiry about you and your artwork, the volunteers at the information desk will be instructed to make the interested party aware that there is an Artist's Statement available.

Please note...you are not required to submit an Artist's Statement.

Requirements:

- Maximum one page typed on 8 1/2" by 11" paper. Must be legible.
- Statement must be submitted with your registration. Only statements submitted with emailed registrations will be accepted.
- You may provide up to six copies.

Content suggestions:

An artist's statement can be an overall description of the artist's philosophy, motivation and techniques. It can address a specific photographic work or series of works. It can incorporate biography. It can be all or only part of the above. But, most importantly, it offers the reader a glimpse of who the artist is and what motivates her/him - it personalizes the work. In creating your statement, please keep in mind your audience and the professional image of MAPS.

Your statement might include some of the following (these are only suggestions):

- Name (must appear at the top of the page)
- Education
- Memberships
- Career
- Shows
- General statement that expresses your philosophy
- Specific statements about your works in the current show

Your statement may not include any references to pricing or sales; it may not include addresses, phone numbers or e-mail addresses. This is not an advertisement piece since MAPS is a not-for-profit organization.

Examples of artist's statements can be found on the Internet. A good starting point is:

<http://naintin2.about.com/cs/careerdevelopment/a/statementartist.htm> or do a search for "artist's statement".

MAPS reserves the right to review and request revisions to any submissions.

OPTIONAL:

PUBLICITY IDEA – PRESS RELEASE

Please use this sample as a starting point for a press release that could be sent to your local newspaper. One could do this singly, or gather a group of neighbor/Nature Artist friends and combine information. Check with your local paper to see if they want email or hard copy turned in.

Please note...you are not required to submit a press release.

Sample press release...

Contact: (Name) Phone: E-Mail:

Local Artist to Exhibit Work at the First Annual Morton Arboretum Photographic Society.

(Name) , of (Town) , will be exhibiting his/her original artwork at The Morton Arboretum March 24th and 25th, 2012 as part of The Morton Arboretum Photographic Society (MAPS) Photography Exhibition Show. The Exhibition showcases the original artwork of nearly fifty local photographers portraying Nature at its best. Participating members include locally, regionally and nationally recognized artists, including students and graduates of The Arboretum's Nature Photography educational program. Much of the photography is for sale.

This exhibit is in the Sycamore Room on the west side of the Visitors Center, on the East Side of the Arboretum.

About the artist (Artist Name): (Artist Name) has studied with or (Name) attended X University, earning a degree in . . . Her/his work focuses on (This paragraph should give further background information about the artist, as far as education, grants, awards, and inclusion of works in collections. And, any other important accomplishments)

About MAPS

Established in 2011, MAPS is an educational, not-for-profit affiliate of The Morton Arboretum in Lisle, Illinois. MAPS is dedicated to providing opportunities for nature photographers to meet, learn, explore and share all things related to the field of nature photography. In addition to exhibitions, MAPS sponsors presentations by local and regional photographers, field trips, and other activities for its members.

The MAPS members and instructors include nationally, regionally and locally recognized photographers as well as new photographic artists and those enrolled The Arboretum's Nature Photography certificate program. Membership in MAPS is open to all who are interested in nature art. For further information log on to:

<http://mortonarboretumphotographicsociety.com/>

(Note: you can include a photograph of your work, if available)