

Matrix Fine Art invites photographers working in all mediums, styles and schools of thought to participate in **Photo New Mexico 2012 – A Juried Photography Exhibition** which will be exhibited at the gallery from **June 15 – July 28, 2012**. Entry is open to any photographer who is currently living and working in New Mexico. All photographic processes will be considered, including digital, non-silver/non-traditional, and three-dimensional work.

Theme: There is no set theme for the show, all subjects will be considered.

Juror: TBA

Merit Awards: Juror's Choice Award; People's Choice Award. These are non-cash merit awards.

Promotion:

- All work selected by the Juror will be exhibited at Matrix Fine Art for the duration of the exhibition.
- All exhibited works will be represented on the Matrix webpage, matrixfineart.com for the duration of the show.
- The exhibition will be promoted to local, state-wide, and national press.

Important Dates:

- April 3: Entry deadline.
- May 5: Notification letters will be mailed.
- June 6, 7, 8, and 9: Accepted work must be hand delivered on these dates. Artists who have a scheduling conflict can make arrangements to drop off work prior to these dates. Works delivered after 6 PM, June 9, will not be exhibited; the artist's name will be dropped from the show.
- June 10: Installation of the exhibition
- June 12, 13, and 14: Exhibition preview
- June 15: Opening Reception from 5 – 8 PM. Accepted artists are required to be present for the reception unless they have a scheduling conflict.
- July 29, 31, and August 1 (gallery is closed on Monday the 30th): Any unsold work must be picked up from the gallery on these dates. Matrix Fine Art will not pack and ship works back to artists. Artists who have a scheduling conflict can make arrangements for a later pick-up. However, artists who fail to do so and who do not remove their work by 6 PM August 1 will be charged a storage fee of \$ 15 per day.

Submitting Entries for Jurying:

Entries must be submitted in digital form, burned to a CD, delivered through the United States Postal Service.

- Up to three (3) photographic works may be submitted by each artist.
- Each 2-dimensional work should be represented by one (1) digital image.
- Each 3-dimensional work may be represented by a total of three (3) images, in order to provide a sense of context and form.
- Digital images submitted should be in 300 dpi JPEG format, measuring 7 inches on the longer dimension, and set to RGB.
- All digital images submitted must be formatted to be read by a PC, i.e. the filename must include the extension ".jpg".
- Please test your submission CD before mailing it to Matrix Fine Art. Faulty CD's/files will not be pursued.
- Please, do not submit any other materials such as artist statements or resumes.
- Unless the artist provides an SASE with sufficient postage, Matrix Fine Art will not return submitted CDs. Instead, they will be destroyed and disposed of. Images will be used exclusively to jury Photo NM 10 and to advertise it.

Entry Fee:

- An entry fee of \$30 must accompany the submission CD.
- Print and fully complete the entry and payment form, Page 3 of this document, and include the form with payment and submission. Typed versions of this form will be accepted as long as the information is complete.
- Matrix Fine Art will accept credit cards, or personal checks made out to "New Grounds Inc.," as payment methods for the entry fee.

Exhibit prints/works:

- All works selected by the juror for the exhibition must be hand delivered on the dates indicated in the “Important Dates” section of this document. Matrix Fine Art will not accept works delivered by mail or otherwise shipped.
- No substitutions for accepted artworks. All pieces must remain in the gallery for the duration of the exhibition.
- All works must be recently produced (from 2006-2010) and available for sale.
- In the case that an artwork is sold by Matrix Fine Art during the exhibition, the artist will receive 50% of the retail price and Matrix Fine Art will retain a commission of 50% of the retail price. All works must be priced by the artist, and will be sold as-is (i.e. including the frame and as presented in the exhibition).
- Works exhibited at Matrix Fine Art are insured for the wholesale value of the artwork.

Presentation and Size:

- Two-dimensional/wall-hung works may measure a **maximum** of 72”h x 48”w, including frame.
- Two-dimensional works must be delivered in ready-to-hang condition, defined by Matrix Fine Art as:
 1. Having a wire of appropriate composition and weight attached to a set of D-rings mounted at one third of the distance down the length of the side of the artwork. Please, do not use eye-screws.
 2. Works on stretcher bars must either have clean edges, or be gallery wrapped or framed.
 3. Works in new media must have appropriate hanging supports and a clean presentation.
 4. Works on paper, photographic or otherwise, must be framed in an archival manner and dust-sealed. They must be matted white or off-white, or have spacers if the work is floated. They must be framed in either black wood or black metal of professional quality and in good condition; no plastic or temporary frames will be accepted.
 5. All artworks within the same body of work must be presented consistently

Please note that New Grounds Gallery, which is the neighbor of Matrix Fine Art, offers framing at reasonable rates. New Grounds will be happy to quote you for your framing job. However, artists accepted into Photo New Mexico are not required to use New Grounds Gallery to frame their accepted work.

- Three-dimensional/freestanding works may measure a **maximum** of 96”h x 40”w x 40”d, including their pedestal.
- In the case that any freestanding work requires a pedestal larger than 24” square, that pedestal must be supplied by the exhibitor.
- Should a three-dimensional work require special installation, the artist must make the necessary arrangements with the gallery owner at least seven days before the June 28 installation date.

Matrix Fine Art will be happy to answer any questions you might have about our presentation guidelines. The gallery reserves the right to refuse work for exhibition if the presentation does not meet the above criteria.

Use Rights:

By submission for jurying, artists **whose submissions are chosen for the exhibition** grant Matrix Fine Art the right to use their images for the purpose of marketing the exhibition. Artists grant the use of their image(s) as stated without further contact or compensation from the Center. Artist’s recognition is provided with use.

Acceptance of Terms:

By submission for jurying, artists **whose submissions are chosen for the exhibition** accept all terms and conditions set forth in this “Call for Entry” by Matrix Fine Art.

MATRIX Fine Art

Director: Regina Held; 3812 Central Ave SE, 100 A; Albuquerque, NM 87108; (505) 268-8952; www.matrixfineart.com

Entry and Payment Form for Photo New Mexico – A Juried Photography Exhibition Please fill all fields.

Name: _____ Web/Blog: _____

Mailing Address: _____

City: _____ State: NM Zip _____

Email: _____ Phone: _____

Works submitted for jurying:

1. Title: _____

Medium: _____

Year Made: _____ Image Dimensions (H x W): _____

Please circle one: Limited edition No Yes. If "yes" the edition size is _____

Price: _____

2. Title: _____

Medium: _____

Year Made: _____ Image Dimensions (H x W): _____

Please circle one: Limited edition No Yes. If "yes" the edition size is _____

Price: _____

3. Title: _____

Medium: _____

Year Made: _____ Image Dimensions (H x W): _____

Please circle one: Limited edition No Yes. If "yes" the edition size is _____

Price: _____

Payment of \$30 entry fee by:

Enclosed check, number: _____ Make all checks out to "New Grounds, Inc."

or

Credit card:

Type (please circle one): Visa MC Disc AmEx

Name on card: _____

Number: _____

Exp Date: _____

Mail entries and payment,
including this form, to:

Matrix Fine Art
Photo New Mexico Entries
3812 Central SE Suite 100 A
Albuquerque, NM 87108