

Florida
CraftArt 
CALL TO ARTISTS

The
Alchemy
of
Art

Exhibition Dates:

May 5-June 24, 2023

VISION

“The Alchemy of Art” is curated by **Mary Childs and Elizabeth Brincklow**, pictured at right. Art



is science not only through its medium and technical aspects, but also in the biochemical reactions that it elicits from people who interact with it physiologically, neurologically and psychologically. This fine craft exhibition is the “whole piece;” it encompasses the creator, the fabrication, the object and the viewer. It will move the fine craft conversation forward by sparking questions, insights and wonder about who we are, what we are, and how we inhabit our world. (**Fine craft techniques are ceramics, fiber, glass, jewelry, metal, mixed-media, sculpture, and wood.*)

DETAILS

1. Artists and artist teams living and working in the United States are invited to submit up to five recent works related to the theme. See other side for specifics.
2. Download the application online at [FloridaCraftArt.org/Artist Opportunities](http://FloridaCraftArt.org/ArtistOpportunities)
3. Jurying process: A jury panel will use your digital images to select entries based on originality, creativity, quality and complexity of workmanship, artistry and impact as represented in the images submitted.

Cash awards



Important Dates and Information

Submission deadline (Early): March 5, 2023

EARLY entry fees:

Florida CraftArt member:

\$25 for up to 5 works

Nonmember: \$35 for up to 5 works

Submission deadline (Late): March 31, 2023

LATE entry fees:

Florida CraftArt member:

\$35 for up to 5 works

Nonmember: \$45 for up to 5 works

College Students and Artists in Residence fees: \$15

Notification of acceptance via email: Week of April 5

Selected artwork due at Florida CraftArt:

April 21-25, 2023

Reception and award announcements:

Friday, May 5, 2023

People’s Choice Award:

June 24, 2023

Art Pick-up: June 25, 26, 2023

For general exhibition information or questions related to the call to artists, contact: Elizabeth Brincklow and Mary Childs at popuptrendon@gmail.com

Do you know someone or a business that would like to sponsor this exhibition?

Please call Liz Cooper at 727-821-7391 or email Liz@FloridaCraftArt.org.

SPONSORED BY:

Kathryn Howd and Edward Rucks



Exhibition Guidelines

1. Up to **five** pieces, using fine craft techniques, completed after **January 1, 2018** may be submitted.
2. All formats of fine craft art will be considered, including wall-hung, free-standing, suspended or pedestal mounted and art to wear.
3. All work must be original in concept, design and execution. Small production studio work will be considered. Work created in a class, workshop, or from a kit or purchased pattern is not eligible.
4. **Work must be for sale.**
5. No substitutions for accepted artwork will be allowed. All work must remain on display until the conclusion of the exhibit **June 24, 2023**
6. Submitted images may be used for marketing and promotional purposes directly related to this exhibition by Florida CraftArt. Copyright and all other rights remain that of the artist.
7. All accepted entries must be received ready to install or with limited assembly. Any mannequins for wearable art, hanging rods, armatures or other special installation equipment and/or instructions must be provided by artist. Suspended work may not exceed 50 pounds – special exceptions may apply.
8. Shipped works requiring glazing must use Plexi-glass or equivalent. Glass may be used on hand-delivered pieces.
9. Each accepted work must arrive with labeling (artist name, title, media) and the completed consignment form securely attached to the piece or on the hanging device.
10. Florida CraftArt reserves the right to reject work that is not represented accurately in the submitted images and description. Works that arrived damaged, are poorly constructed, poorly presented or not up to the specified hanging standards will be returned to the artist.
11. Florida CraftArt will insure work in its possession during the exhibition. Artists are responsible for providing their own insurance while the work is in transit.

Entry Procedure

1. Download the entry form at:
<http://www.floridacraftart.org/artist-opportunities/>
2. Fill it out the entry form. Write artist statement and bio of 250 words or less. Agree to conditions. Apply to call.
3. **SAVE THE ENTRY FORM** as: **Yourlastname_firstname_Alchemy_Entry Form**
4. Email the entry form to: **popuptrendon@gmail.com**
5. Email one full and one detail image of each work to: **popuptrendon@gmail.com**
6. Label your image files with the title of the piece and view, for example: **Smith_Glory_full** and **Smith_Glory_detail**
7. Image files must be JPEG only; no smaller than 1920 pixels on the longest side; file resolution of 300 ppi/dpi; maximum file size 4 MB. Send image of full work and detail.
8. Pay the entry fee at www.FloridaCraftArt.org with Visa or MasterCard or mail a check. Indicate the artist's name.

Shipping

1. Shipping to and from Florida CraftArt is the responsibility of the artist. Detailed delivery and shipping instructions will be emailed with your acceptance notification.
2. All work must be shipped in sturdy containers with NO PEANUTS in the package. The artist must provide credit card information for return shipping costs. Please include a visual packing list (photos) with your art, and any assembly instructions.
3. Your works will be returned to you in new packing material, suitable to make an insurance claim should one be necessary. You will be charged at cost for the packing and shipping by the professional shipping company.

Sales

1. Florida CraftArt will handle sales transactions while work is on exhibit and will ship work to buyer when the exhibition is over. Shipment of all sold objects will be paid by the purchaser.
2. All sold items must remain on display for the duration of the exhibition and will not be forwarded to the purchaser until the end of the show.
3. There is a 45% commission on sales and 55% goes to the artist. Artists should consider this when pricing their work. The price of a piece may not be changed after acceptance into the exhibition.
4. Payments to the artist for all sold pieces will be within 30 business days after the closing date of the exhibition. It is the Artist's responsibility to contact the Florida CraftArt Gallery Manager with the correct mailing address for the check, if different from the consignment form.

About Florida CraftArt

Florida CraftArt is a statewide nonprofit organization representing Florida's fine craft artists.

Our large gallery showcases more than 250 artists. Our exhibition gallery annually features 7-9 curated shows of innovative art by international, national and local artists.

Educational programming includes collectors' lectures, docent tours, workshops and meet-the-artists events. Founded in 1951, our mission is to grow the statewide creative economy by engaging the community and advancing Florida's fine craft artists and their work.

Our CraftArt Festival, held the weekend before Thanksgiving, is a two-day contemporary fine craft festival featuring over 100 nationwide artists.

The second floor of our 100-year-old building is home to Florida CraftArt's ArtLofts: 20 artists' studios and a meeting room called the Creative Loft. ArtLofts are open by appointment or by chance, and on ArtWalk, every second Saturday, 5 to 9 p.m.

Florida CraftArt

501 Central Avenue

St. Petersburg, FL 33701

(727) 821-7391 FloridaCraftArt.org