



## March 2021 Exhibit - “*Monochromatic March*”

**Who’s Eligible:** MCA Artist Members

**Title of Exhibit:** “*Monochromatic March*”

**Description of Exhibit:** The term *monochrome* comes from the Ancient Greek: monochromos, meaning 'having one color'. A monochromatic artwork is created using only one color or hue. It can use different shades / tones / tints of one color but, by definition, should contain only ONE base color. Tints are achieved by adding white. Shades and tones are achieved by adding black. For more than a hundred years, artists have used a single color as a vehicle for exploring both the potential and limitations of painting, using this reductive formula to experiment with formal concerns of composition and tonality, or to advance theories related to nature, the sublime and spiritual concerns. Rendered with geometric precision or with the nuance of expressive brushstrokes, the monochrome is an enduring idiom of avant-garde modernism.

MCA invites current and new Artist members to submit artwork(s) done in ONE color of choice. Only entries which adhere to a monochromatic color scheme will be accepted. There are no restrictions on content, style, medium or context.

**Mediums:** We invite and encourage ALL artists in any medium to participate.

**Fees:** No fee to participate. Must be an active MCA member\*

**Entry Procedure:** Each artist may submit two (2) pieces for consideration. All work for this exhibit must be original. All entries are to be submitted no later than **Monday, February 22<sup>nd</sup> at midnight**, and sent digitally via email to [Ashley.Justiniano@McaOcala.com](mailto:Ashley.Justiniano@McaOcala.com). In your email, please include:

- Artist Entry Form with Artist Contact Information (See last page)
- Photograph of artwork in .jpg file format with a high resolution.
- Brief Artist Statement (Explain your piece(s) in a few words, max. 500 words)

**Deadline for Submissions:** Monday, February 22<sup>nd</sup> at midnight

**Artists’ Reception:** Friday, March 5<sup>th</sup>, 2021 (5:00 pm - 6:00 pm)

**Exhibit Dates & Location:** March 6 – March 27, 2021 at The Brick Gallery

**Drop Off Date:** Monday, March 1<sup>st</sup> (10am - 4pm)

**Pick Up Date:** Monday, March 29<sup>th</sup> (10am - 4pm)

**\*\*\*Interested participants must send high quality images of their artwork via email along with Entry Form. We will not accept any artwork that has not been pre-approved by the Gallery Director & Gallery Committee. Artists will be notified of their status by email by February 26, 2021. Please read our Submission Guidelines in the next page before submitting.**

## Complete list of requirements for MCA exhibit submitted work:

**Calls to Artists:** MCA will issue Calls to Artists 60 days prior to the deadline for submission. Calls will be issued through a targeted email to all members and through media releases. Artists may also visit [www.mcaocala.org/calls-to-artists](http://www.mcaocala.org/calls-to-artists) to learn of upcoming shows and opportunities.

**Subject Matter:** All submitted pieces should not be offensive or controversial and must be suitable for a family-friendly gallery audience and public City building.

**Media:** MCA's exhibits are open to any media including, but by no means limited to traditional drawing, glass, printmaking, digital/new media, photography, sculpture, painting, installation, etc. If piece requires special installation, the artist is responsible for all installation and providing all materials the piece may require.

**Submission Dates:** Submission dates are indicated in the *Call to Artists*. If you have questions, need clarification regarding dates or if you can't make any of the listed dates, please contact the Gallery Director immediately to establish alternatives.

**Submission Format:** Artists must submit images of the work via email, along with *contact info, title of artwork, dimensions, and price information*. Once approved by the Gallery Director, artists may bring in only pre-approved pieces of original art on the dates listed in the Call to Artists. All pieces should include an Identification Card in the back with name, contact info and title of the piece. Suggested size per piece is up to 40" in any direction. However, if 2D artwork is oversized, please contact Gallery Director directly. If oversized, only one (1) submission will be considered. All entries are to be submitted for approval, sent via email to [Ashley.Justiniano@McaOcala.com](mailto:Ashley.Justiniano@McaOcala.com) by the established deadline date.

**Limitations:** All 2D work must be properly wired with suitable hanging mechanisms, and must be "gallery ready", either framed or created on a gallery wrapped canvas. If work is not gallery ready, it will *not* be accepted. All 3D work must be assembled by the artist before it is accepted. Artist is responsible for installing their 3D piece unless otherwise specified by Gallery Director. All work must be original, no giclee's or reproductions. Please do not re-submit work that has already been shown in a previous exhibit at The Brick City Center for the Arts Gallery or anywhere around Ocala. All work must be completed before submission. Any work that is not yet dry or incomplete will not be accepted.

**All work that is shown must be for sale, split 70% to the artist and 30% to MCA.** All work that is shown at 'The Brick' must be for sale, no exceptions.

**Liability:** MCA's Gallery Director will take great care in handling artworks for exhibition. MCA is not liable for any damage that may occur.

**Shipping:** The artist is responsible for shipping costs to and from The Brick City Center for the Arts. Specific shipping and labeling details can be requested from the Gallery Director.

**Post Show Pick Up:** Accepted artwork must remain in the Gallery through the designated end of the show and must be picked up by the date established by the Gallery Director. If an Artist cannot make the pick-up dates, arrangements must be made with Gallery Director before the end of the show. Any work left at 'The Brick' for over 30 days without prior consent from the Gallery Director will be considered a donation and will become property of the Marion Cultural Alliance.

**Exhibition Selection Process:** Selection of work is at the discretion of the Gallery Director & Gallery Standards Committee. We reserve the right to reject work for the exhibition that does not meet the above requirements or does not match the intent of the exhibit. Protection of intellectual property rights in the arts is of paramount importance to every artist. Therefore, Marion Cultural Alliance, Inc (MCA). reserves the right to reject and return any piece that in the sole discretion of MCA would potentially infringe on any existing copyrights, trademarks, and trade dress. Artists will be notified via email after submission. If you wish to discuss further, please make an appointment by emailing Gallery Director.

**If you have any questions or concerns, please contact The Brick's Gallery Director, Ashley Justiniano at [Ashley.Justiniano@MCAOcala.com](mailto:Ashley.Justiniano@MCAOcala.com) or call 352-369-1500.**



**ARTIST ENTRY FORM**



BRICK CITY CENTER FOR THE ARTS GALLERY MONTHLY EXHIBIT

ARTIST CONTACT INFORMATION (Your artwork must accompany this sheet)

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CELL PHONE #: \_\_\_\_\_

EMAIL: \_\_\_\_\_

SOCIAL MEDIA HANDLE(S): \_\_\_\_\_

**In order to promote the sale of art in the gallery**, Marion Cultural Alliance requests your permission to use images of your art placed in our newsletter, website, social media sites, or any other promotional material including posters, banners, brochures, invitations, and postcards. The title of your work and your name will be included with each use of your image. Protection of intellectual property rights in the arts is of paramount importance to every artist. Therefore, Marion Cultural Alliance, Inc (MCA) reserves the right to reject and return any piece that in the sole discretion of MCA would potentially infringe on any existing copyrights, trademarks, and trade dress.

\_\_\_\_\_ Yes, I understand.

\*Signed \_\_\_\_\_ \*Date \_\_\_\_\_

TITLE OF PIECE: _____ MEDIUM: _____ PRICE: _____ DIMENSIONS _____	Insert Image 1 (or brief description)
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TITLE OF PIECE: _____ MEDIUM: _____ PRICE: _____ DIMENSIONS _____	Insert Image 2 (or brief description)
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TITLE OF PIECE: _____ MEDIUM: _____ PRICE: _____ DIMENSIONS _____	Insert Image 3 (or brief description)
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**(PLEASE SIGN AT THE END OF EXHIBIT WHEN YOU PICK UP YOUR ARTWORK)**

SIGNED \_\_\_\_\_ DATE \_\_\_\_\_