

# Lakeland Arts Association 52<sup>nd</sup> Annual Fine Arts Exhibition

## JURIED EXHIBITION

July 19 – August 2, 2024

## PROSPECTUS AND ENTRY FORM

### **THE EXHIBITION:**

The LAA 52<sup>nd</sup> Annual Fine Arts Exhibition at FSC Melvin Gallery is coming up with an Opening Reception and Awards Ceremony July 19, 6:00 – 8:00pm. The exhibition will hang through August 2. Artists will compete for an award package of \$3000.00. This year's juror and judge is Dr. Alex Rich, director of the Polk Museum of Art. Dr. Rich will present the awards at the opening ceremony with remarks about the winning selections.

### **EXHIBITION SPACE**

The Melvin and Burkes Art Galleries, at Florida Southern College's Department of Art and Art History. They bring a wide array of outstanding shows to Lakeland, exhibiting the work of established and visiting artists throughout the year as well as showcase of student work.

### **IMPORTANT DATES:**

Receiving:	Friday, July 12, 10am – 12pm
Receiving:	Saturday, July 13, 10am – 2pm
Judging:	Tuesday, July 16
Pick-Up	
Unaccepted works:	Wednesday, July 17, 10:00am – 2:00pm
Reception &	
Awards Ceremony:	Friday, July 19, 6 – 8pm
Pick-Up	Friday, August 2, 10am – 2pm
Pick-Up	Saturday, August 3, 10am – 12pm

### **JUROR:**

H. Alexander Rich, PH.D.

Dr. H. Alexander Rich is Assistant Professor of Art History, Director of Galleries & Exhibitions, and lead coordinator of the Art History Program at Florida Southern College. He is also Director of the Melvin and Burks Galleries on campus and Curator and Director of Galleries and Exhibitions at the Polk Museum of Art at Florida Southern College. Dr. Rich is a specialist in Modern and Contemporary art history, with a particular focus on European and American art of the 19<sup>th</sup> and 20<sup>th</sup> centuries. He earned his Ph.D. in Art History from the Institute of Fine Arts, New York University, and his A.B. from Dartmouth College.

A native of New York City, Dr. Rich taught previously in both the History of Art Department at the Fashion Institute of Technology, State University of New York and in the City University of New York system. Prior to joining the staff of the Polk Museum of Art in 2017, he has also worked in both curatorial and education capacities at museums including the Metropolitan Museum of Art, the Whitney Museum, the Brooklyn Museum, and Hood Museum of Art in Hanover, NH.

## **AWARDS**

Best of Show	\$1000.00
Second Place	\$ 600.00
Third Place	\$ 400.00
Merit Awards (2) \$100ea	\$ 200.00
Honorable Mentions (2) \$50.00ea	\$ 100.00
Mal Surrency Watercolor Award	\$ 250.00

## **ELIGIBILITY:**

Open to all artists in the Central Florida area working in all media. The Lakeland Arts Association reserves the right to reject any works not meeting eligibility requirements or deemed inappropriate to hang in the Melvin Art Gallery. The judge is solely responsible for all work selected at his/her discretion and for all awards made.

**Questions about eligibility can be sent to**

Sharon Surrency, Coordinator  
[sharonssurrency@gmail.com](mailto:sharonssurrency@gmail.com)  
863-660-8144

## **ENTRY SPECIFICATIONS:**

All media in 2D & 3D forms will be considered. 2D work must be suitably framed or gallery wrapped with finished edges and no staples showing. Frames must be in good condition (no scratches or loose corners). Mats must be clean and smoothly cut. NO SAWTOOTH HANGERS! There is no minimum size requirement and larger pieces will be limited to 48" X 48" including frame. Gallery wrapped artwork must be stretched on a minimum 1.5" depth stretcher bar. The sides need to be finished with no staples showing. Lakeland Art Association has a few pedestals for 3D work; however, the artist must provide for works with special display requirement. **A maximum of 3 entries per artist may be submitted for consideration. All entries must be original work** completed within the last 3 years, and not shown in any previous Melvin Galley show. Only the Lakeland Arts Association reserves the right to photograph and reproduce all artwork accepted for educational and/or publicity. Artists may submit entries in person on the above receiving dates by completing the attached form.

## **ENTRY PROCEDURE:**

Complete entry form attached.

Entry Fee: \$30.00 flat non-refundable fee for a maximum of 3 pieces payable in cash or check during the receiving process. \$40.00 for non-members.

## **SALES:**

The Lakeland Arts Association will retain a 30% commission on all sales directly attributed to the exhibition. All prices (including frame and mat) set by the artist at the time of entry should include the 30% commission. No POR (Price on Request) please. The price will remain the same for the duration of the exhibition. Also, any work sold during this exhibition must remain in the show until the closing date.

## **DELIVERY & PICK UP:**

This is an **In-Person exhibit**. All artwork is to be hand-delivered (with the completed entry form) on the receiving dates listed above. Artwork accepted into the exhibition is to be picked up on the dates listed above. *Artwork not accepted must be picked up at the Melving Gallery Wednesday, July 17, 10am – 2pm.* There will be no space to store artwork, so it is important that you pick up or make arrangements for someone else to pick up for you. Please notify Sharon Surrency if you have questions.

# Lakeland Arts Association

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### Melvin Gallery / FSC

<b>Entry 1</b>	ID#
Artist Name	
Phone	
Title	
Medium	Price

<b>Entry 2</b>	ID#
Artist Name	
Phone	
Title	
Medium	Price

<b>Entry 3</b>	ID#
Artist Name	
Phone	
Title	
Medium	Price

Artist Name		
Address		
Phone		
Email		
Check #	Cash	Amount
<b>Entry 1</b>		
Title		
Medium		Price
<b>Entry 2</b>		
Title		
Medium		Price
<b>Entry 3</b>		
Title		
Medium		Price

Every effort in the proper handling of all entries will be taken, however Lakeland Art Association or Melvin Gallery at Florida Southern College will not be responsible for any work exhibited or work not selected for the show, and will not make restitution for same. Entry constitutes the artist's acceptance of liability and agreement to the terms of the prospectus.

Artist Signature

Date