

Rock the Arts

Presented by The *Outlets* at Castle Rock



Schedule:

January 23, 2012	Deadline for artist's applications (entry, fee, images, etc.)
February 13	Notifications sent out via email
February 17	Delivery of artwork to The Outlets at Castle Rock, 3-7pm. Suite #600
February 23	Artist Reception, 5-6pm (Outlet's choice in professional division)
February 23	Pick up artwork at The Outlets at Castle Rock, 6-7pm

About Rock the Arts:

Rock the Arts is a regional art show in Castle Rock, sponsored by the Outlets. It features artwork from K-12 art students in the Castle Rock Douglas County Schools. The 1st Annual Rock the Arts show was held at the Outlets at Castle Rock February 15-21, 2010. Traffic to the center for the February 2011 time frame was **454,000** with an average Saturday during the month traffic at 13,000 customers. The opportunities for exposure for selected artists of the Rock the Arts Art Show are vast.

This year we will have a special division for professional artists. A total of ten artists will be chosen as our "Featured Professional Artist" for the show. Artists, who are juried into this show, will be required to give one or more demonstrations/lessons about their artwork during the Rock the Arts Show. The show is free to enter; however artists will need to supply materials for their selected demonstrations. Selected artists will also have the opportunity to be on The Outlets LED signage off of I25 with over 75,000 cars per day on the interstate, and we will also have an Outlet's Choice Award in the Professional Category at our reception. **This professional artist category is only for two dimensional artwork and will be approved by The Outlet's Marketing Director.**

Email Entry Forms and Jpegs to: julieholladay@yahoo.com. Title the email with your full name.

2D Artist Information

First Name: _____ Last: _____

Address: _____

Home: _____

Cell: _____

Artist Website (if applicable): _____

2D Art Demonstrations

Saturday, February 18	11am-12pm, 1 st Demonstration 2-3pm, 2 nd Demonstration 3-4pm, 3 rd Demonstration 6-7pm, 4 th Demonstration
Sunday, February 19	11-12pm, 5 th Demonstration 2-3pm, 6 th Demonstration 3-4pm, 7 th Demonstration 6-7pm, 8 th Demonstration
Monday, February 20	11am-12pm, 9 th Demonstration 2-3pm, 10 th Demonstration 3-4pm, 11 th Demonstration 6-7pm, 12 th Demonstration

Please fill out below which time slot(s) you would be able to demonstrate for. You will need to provide your own supplies. We will have tables available for demonstration. *If you need something else, please contact Julie Holladay 2 weeks prior to Rock the Arts Show via email.*

Short description of your artwork and what you will be demonstrating...

Choice #1: _____

Choice #2: _____

Choice #3: _____

2D Artwork Entries

Entry	Title	Medium & Description	Size
#1			
#2			
#3			
#4			

The undersigned hereby acknowledges and agrees to all show rules in this application. I waive, release and discharge the Douglas County School District, Castle View High School, The Outlets at Castle Rock, its members, its agents and the exhibition juror from any and all actions, suits, damages, claims and demands whatsoever for any loss or damage to my property and for any personal liability. In addition, I grant the Outlets the right to reproduce images of my accepted work for its fliers, slides, CD sales, educational uses and promotions.

X _____ **Date** _____

Eligibility

This exhibit is open to all Douglas County Artist ages 18 and older, who will be displaying 2D work only.

Method of Entry – Digital Images Only!

Four digital images sized as jpegs under 6” on the longest dimension and 300 dpi resolution. Please email your images to: julieholladay@yahoo.com. Images must be labeled by “last name.title of work.jpeg”.

Entry Requirements

Entries must be predominantly 2D. Subject matter needs to be appropriate for public of Outlet Mall. No saw tooth hangers, on wire please. Must be quality matted and framed.

Presentation

Artwork must meet gallery quality standards. It must be ready to hang with wire on the back. No exposed glass edges and no saw tooth hangers. Colored liners or fillets may not be larger than 1/8 inch. No cracked or chipped glass. Artist’s choice of glass or Plexiglas. The Outlets reserves the right to turn down any artwork that is not up to presentation standards.

Awards

Outlets Choice Award

Liability

Utmost care will be taken in handling paintings. Artists are responsible for maintaining their own insurance for their artwork.

Commission

The commissions for this show will be 15% to the CVHS Art Department. Artist will be paid 85% of selling price. Sales will be handled off-site between patron and artist.

2D Artwork MUST BE FOR SALE.

Additional Information

- Accepted entries must be properly framed and ready to hang, with an ID label and price securely attached to the front *and* back. Outlets at Castle Rock reserves the right to refuse any work not satisfactorily framed or not meeting its standards.
- Detailed delivery instructions will be sent with notification. Information recorded on the entry form is considered final and may not be changed.
- Any requirements of the exhibit not fulfilled will result in disqualification.
- Hanging will be done by CVHS students, parents and staff volunteers.
- No exhibited work will be released until the close of the exhibit.

Entry Checklist

- Completed Application emailed out to julieholladay@yahoo.com
- Demonstration choices and description of your art lesson/demonstration.
- Copy of application for your records
- **Application Signed**
- Quality Jpeg images (4) sent to julieholladay@yahoo.com

***Due Monday,
January 23, 2012 !!***