



<http://www.artintheopenphila.org/>

**June 9-12, 2010**

### About the Festival

Art In The Open (AIO) is a citywide festival that celebrates artists, their inspirations for creating art, and the process of art making in the urban environment. Re-framing the tradition of artists working in *plein air* (*creating work outside, on-site*), AIO invites interested artists working in any medium to apply to AIO: the jury will select 30 artists to create new work outside, on-site, over the four-day period of June 9-12, 2010 along the banks of the tidal Schuylkill River - from the historic Fairmont Park Water Works and the Philadelphia Museum of Art, south to landmark Bartram's Garden. AIO is open to professional artists working throughout the country. More detailed information and answers to FAQ can be found below and on our website [www.ArtintheOpenphila.org](http://www.ArtintheOpenphila.org).

Three distinct events will comprise AIO's core programming. A welcoming reception and curated exhibit of participating artists' works to launch AIO will be held at Philadelphia's City Hall. At the end of the four days a closing exhibition and sale will be held at the Rosenwald/Wolf Gallery at the University of the Arts (June 12, 2010).

Partnering institutions will offer extensive opportunities for public engagement during the four days, showcasing the vibrant community of working artists, galleries and institutions that make Philadelphia a major Urban Art Center while celebrating the extraordinary natural resource of the city's river.

#### Current AIO Program Partners

City of Philadelphia: Office of Arts, Culture and the Creative Economy; Water Department; Department of Parks and Recreation, Philadelphia Mural Arts Program, Philadelphia Museum of Art, City Parks Association, Bartram's Garden, Fairmount Park, Pennsylvania Academy of Fine Art, University of the Arts, Greater Philadelphia Cultural Alliance, Schuylkill River Development Corporation, Fleisher Art Memorial, Fairmount Water Works Interpretive Center, Fairmount Park, The Gresham Y, The Center for Emerging Visual Artists, Philadelphia Hospitality, Schuylkill River Park Alliance, Greater Philadelphia Tourism and Marketing Corporation, Philadelphia Arts in Education Partnership, Philadelphia Education Fund, University of Pennsylvania.

#### Jurors

Janet Kaplan, Moore College of Art  
Jennifer McGregor, Director of Arts & Senior Curator, Wave Hill  
Andrea Packard, Director, List Gallery, Swarthmore College  
Lee Stoetzel, Director, The West Collection at SEI

#### Dates and Deadlines

Entry submissions: February 15, 2010  
Juror review: March 12, 2010  
Notification: March 31, 2010

## Preparing Your Entry

### Opportunity for Artists:

Three distinct events comprise Art in the Open.

The first, a preview exhibit at Philadelphia's City Hall, will introduce the public to the artwork of the selected artists (i.e. what they might see when visiting the artists on site). Images submitted with your application will be used in making the selections for this exhibit, though in some cases, drawings or previous photographs might be also requested.

The main program, from June 9-12 will focus upon the selected artists creating new work in the designated areas along the tidal Schuylkill River (note-AIO will provide additional geographic information to the artists before they begin). Selected artists will be able to move around the designated areas or stay in the same spot over the four day period: artists working in larger scales (i.e. sculptors and/or installation artists) might find it more difficult to move easily and should plan accordingly.

A closing exhibit and sale will be held at the Rosenwald -Wolf Gallery at the University of the Arts on the last evening. AIO will select work to include in this installation created during the four days- time and that is in suitable form to exhibit. In some cases, photo documentation, small objects or drawings might be acceptable.

### Eligibility:

**AIO** is open to all professional artists working *in any medium* that can be **made 'outside, on site'**. Students and artists under the age of 21 are not eligible. The jurors will be selecting artists based on the quality of previous work, not on their proposal of intent. However, artists may include a descriptive statement that will help the jurors better understand their process.

### Entry Fee:

A non-refundable **entry fee** of \$30, payable by Check to: **AIO**: City Parks Association.

### Digital Entries:

All documents should include the artist's name and contact information at the top of each page submitted. The following materials should be submitted on a CD in two separate folders:

Folder One: Please submit 5 images of previous work. All work submitted must be available for exhibition. All images should be in jpg format, at least 300 dpi, but no larger than 5 x 7 inches and individually labeled (i.e. Name 1, Name 2, Name 3, etc.). On a separate document, please provide corresponding descriptions of the artwork and indicate: selling price, title, medium, size.

Folder Two: Attach resume or CV, artist's statement. On each document include the following information:

Name

Address

Email address

Phone

Website

Submission: Send **entry materials** to: **Art in the Open** c/o Tu Huynh, Art In City Hall Program City of Philadelphia, Office of Arts, Culture and the Creative Economy, 116 City Hall Philadelphia, PA 19107. The enclosed **entry fee** of \$30.00 should be payable by check to: **AIO**: City Parks Association.

If selected you will receive additional instructions on shipping artwork for the preview exhibit at Philadelphia's City Hall.

### Terms Conditions:

- Artists are not permitted to sell any works during the four days of the festival. Works selected for

the closing exhibition and sale will be tagged by our selection committee on the last day of the festival.

- We cannot provide insurance for artist's work or for artist's participation in AIO and the related exhibitions.
- Selected artists will be responsible for shipping and return shipping of submitted artwork.
- AIO will take 30% commission on all artwork sales, 70 % of the sale will be given to the artists.

Additional Considerations:

- Out of town artists are responsible for living accommodations and travel. Housing hosts may be available.
- Artists will be provided instructions for delivering the work to the gallery.
- Artists who do not like to work with the public or interested onlookers should not apply: we expect many related activities along the site during the festival.
- Participating artists' biographies and their work will be posted to the AIO website along with links to their personal websites.

FAQ:

**What type of medium is eligible?**

All visual medium is eligible for review by the jury, from traditional to contemporary, as long as the work can be created on site, outside during the 4 day program.

**What state or region is this program open to?**

AIO is open to all professional artists age 21 years or older not currently enrolled in an accredited education program. The jury will select local and non- local artists to participate.

**I am a video artist – how do I submit my work?**

Please send us a 3 minute sample on a CD or DVD in a windows media player or QuickTime format, size the viewing image at 720 x 480 pixels.

**I am a musician/dancer/actor can I participate?**

Performing artists that wish to present existing work may send a general request to participate and include a clear description of how their piece relates to the goals of Art in the Open. Performance artists that are interested in applying can submit a request to participate, to be reviewed separately.