

Call for entries: **CROSS currents . 5<sup>th</sup> Annual Exhibition of California Artists . July 6-29, 2011**  
**IAA is also introducing artworks from six high school artists**

**CROSS currents**, hosted by **Island Alliance of the Arts**, a Non Profit Organization, based in Alameda, California, presents the work of emerging and established artists. IAA's inaugural City-Wide Exhibit in October 2007 featured artwork of 19 artists at the Alameda Museum. In August 2008, there was a County-Wide Exhibit open to all artists working or residing in Alameda County at Rhythmix Cultural Works, supported, in part, by a grant from Alameda County Art Commission. The IAA 2009 exhibit was held in the meeting rooms of the Alameda Free Library and in 2010, we returned to the Alameda Museum. The 2011 exhibit will again be held at the Alameda Museum.

**Island Alliance of the Arts is a Public Benefit Nonprofit Organization**, (C1122336 501(c) 3, EIN 94 2885046), **located in the City of Alameda, CA. IAA provides networking, exhibitions and other resources for artists of all disciplines while promoting an awareness of global issues.**

**CURATORS:** The IAA **CROSS currents** committee.

**LOCATION:** Alameda Museum, 2324 Alameda Avenue, Alameda, CA 94501 . 510-521-1233

**EXHIBIT DATES:** July 6-29, 2011

Deliver artwork to the **Alameda Museum**, on Saturday, July 2, 2011, 11:00 AM -1:00 PM.

Pick-up artwork at the end of the show on Saturday, July 30, 2011, 11:00 AM -1:00 PM.

Artwork left after pick-up date will be charged a \$5. per day storage fee.

**MEDIA:** All original visual artwork welcome, including new media, except video and film. (Space does not accommodate video and film) Maximum size for wall artwork is 48 inches high x 36 inches wide. Maximum footprint for 3D artwork is 36 inches x 36 inches. Some 16 x16 inch acrylic boxes to cover 3D artwork and some pedestals can be provided. Maximum hanging weight is 120 pounds.

**OPEN TO:** Visual artists living or working in California. Artwork must be hand-delivered to the Alameda Museum.

**ENTRY FEE:** \$15. for one artwork and \$5. for each additional piece with a maximum of 3 pieces.

**APPLICATION DEADLINE:** Received or postmarked by Monday, May 2, 2011.

Note: An alternate prospectus is available with no entry fee for high school student artists living in Alameda.

**DIGITAL CD REQUIREMENTS:** Submit JPEGs on a CD, 300 dpi, 4 inches x 6 inches format and RGB color, titled as on the application. Include a list of images with artist's name, title of artwork, medium, size, year created and retail price. See attached exhibit application or download from the IAA web site. Work created within the last 2 years is preferred. Include SASE for return of your CD. The Committee will select artwork images for the exhibit postcard, press releases and archiving.

**OTHER DETAILS:** 70% of a sale goes to the artist, 10% to IAA, and 20% to the Alameda Museum. Participants must sign an IAA-Alameda Museum Hold Harmless Agreement provided upon delivery of artwork. Each participant will receive 30 postcards for the event. If accepted, artists will provide a current Resume and/or Artist Statement in plastic binder sleeves. Notifications of accepted work will be sent out by May 23, 2011. **Thirty (30) wall artworks and up to twelve (12) 3D artworks or sculptures will be selected for the 2011 Cross Currents Exhibit.**

**RECEPTIONS:**

Opening Reception: Saturday, July 9, 2011, 1:00-3:00 PM

Artists' Talks and Refreshments: Saturday, July 23, 2011, 1:00-3:00 PM. LCD projector available for Power Point/Slides.

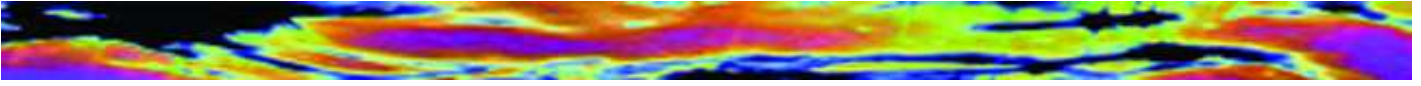
**SEND APPLICATION FORM AND CHECK POSTMARKED BY SATURDAY, MAY 2, 2011**

**Make check payable to and send with application to:**

Island Alliance of the Arts 2009 Exhibit, c/o 3239 Briggs Avenue, Alameda, CA 94501

**For more information:** Call Bonnie Randall Boller, 510-865-0541, email to [bonnieclay@aol.com](mailto:bonnieclay@aol.com)

**COMPLETE PROSPECTUS** available at the IAA Web Site: <http://islandallianceofthearts.org/> **PAGE 1 OF 3**



***cross currents* . 5<sup>th</sup> Annual Exhibition of California Artists . July 6-29, 2011**

HELD AT ALAMEDA MUSEUM, 2324 ALAMEDA AVENUE, ALAMEDA, CA

Deliver artwork to museum on Saturday, July 2, 2011, 11:00AM-1:00PM.

**Preparing Your Artwork  
IAA's 5th Annual Exhibition of California Artists**

In general, we want your matted and framed artwork to be covered with glass or acrylic. This is important for the protection of your art.

Always use a mat when your art comes close to the edge so that the frame won't cover part of the illustration or painting.

Frames are not necessary for gallery wrapped canvas or painted wood panels with finished edges.

We will not accept saw tooth hangers or frames held together with metal clips as these are not compatible with professional hanging systems and may not stay safely in place.

All artwork, if it is to be wall hung, must have at least two eye screws or "D" rings and a metal braided wire. The wire must be no lower than 1/4 of the distance down from top of the art or frame and made taut so that when stretched by the weight of the art it is not visible above the frame.

When in doubt about whether your art is ready to be hung professionally, don't hesitate to ask.

3D artworks must stand securely on a pedestal and not topple easily. Small 3D works, fewer than 16 inches square, will be covered with Plexiglas cubes. Some Plexiglas cubes and pedestals will be provided by the committee. Larger 3D artworks must not have hazardous projections.

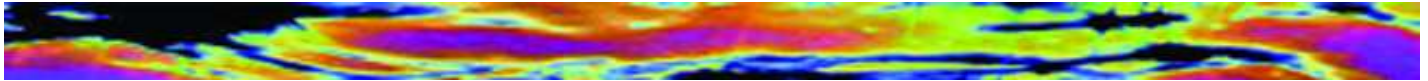
**Your artwork will not be included in the exhibit if it is not properly prepared.**

Thank you.

IAA Cross Currents Committee

Prospectus also available at the IAA Web Site: <http://islandallianceofthearts.org/>

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**FOR MORE INFORMATION:** Call Bonnie Randall Boller, 510-865-0541, email to [bonnieclay@aol.com](mailto:bonnieclay@aol.com)

**DEADLINE FOR SUBMISSION: Monday, May 2, 2011.**

**EXHIBIT APPLICATION FORM 2011**

PRINT FIRST NAME: \_\_\_\_\_ PRINT LAST NAME: \_\_\_\_\_

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

PRINT EMAIL: \_\_\_\_\_ PHONE NUMBER: \_\_\_\_\_

AMOUNT OF CHECK ENCLOSED: \_\_\_\_\_ CHECK NUMBER: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

HOW DID YOU HEAR ABOUT THIS SHOW? \_\_\_\_\_

**ARTWORK TO BE SUBMITTED ON CD WITH THIS APPLICATION: (PLEASE PRINT CLEARLY)**

List sizes of artworks by Height x Width x Depth.

Maximum wall (frame) size is 48" H x 36" W and maximum 3D Footprint is 36" x 36".

TITLE	MEDIUM	YEAR MADE	RETAIL PRICE	SIZE: h X w X d
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#1 \_\_\_\_\_

#2 \_\_\_\_\_

#3 \_\_\_\_\_

**PLEASE MAKE A COPY OF THESE PAGES FOR YOUR RECORDS**

**ARTISTS MUST ALSO SIGN A HOLD HARMLESS AGREEMENT**

A copy of the agreement will be provided when you deliver your artwork to the museum on Saturday, July 2, 2011, 11:00AM-1:00PM.

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