

San Fernando Art Club ‘Show within a Show’ – ‘Small’ Art Show
May 5, 2015 – May 23, 2015

Prospectus within a Prospectus

The San Fernando Valley Art Club will be taking the ‘workshop’ area within the *San Fernando Valley Arts Alliance* ‘pure sale’ **Spring Art Faire** show to host our own club-only ‘small show’. While the details of the general show can be gained from the SFVAA, these are the details of the ‘show within the show’.

Location: 18312 Oxnard Street, Tarzana, CA 91356. – For us the “WORKSHOP” room in front. Take-in will be on **Sunday, May 3**, from 12:00 to 4:00 pm.

OUR take in will be **12:00 to 3:00 PM**.(come to our own table – not theirs) **Those without reservations can enter art after 2PM – those with reservations starting at NOON.**

Artist Reception (theirs but we also participate) Saturday **May 9th**, 5PM – 7PM

Take-down will be on **Saturday, May 23**, immediately following 5:00 pm closing. (Ditto)

Center open days, hours: Tuesday - Saturday, from 11:00 am to 5:00 pm, May 5 thru May 23

To be in the ‘small show’ you must be a member of the San Fernando Valley Art Club... not necessarily the *San Fernando Valley Arts Alliance*. Two different groups.

A 30% commission benefits the SFVAA. *(Not us –them!)* “Since this is an art fair, not an art exhibit, when a sale is made, the buyer may take their purchased work with them at the time of sale. All sales are final. Prices must be listed on EVERY piece of work on display. The artist, at their own discretion, may negotiate prices with buyers”. *(I’m requesting nothing under \$10 please.)* SFVAC paintings will be listed as SFVAC -## and YourName in our book The SFVAC will pass the payment on to the individual club artist ASAP. The San Fernando Valley Art Club will not take a commission. SFVAC will transfer payments to artists after the show finishes. SFVAC will work out the sitting. We will also have our own TITLE cards, and we **do** allow NFS works.

OUR show details:

1) Not juried. *Club members only and we can trust you. Don’t make us change our minds.*

2) **Judging – yes! Tak Salmastyan, MBA, MS** *The Art Institute of California, Hollywood.*

There will be awards for first, second, third, and (probably) 3 ‘honorable mentions’. Prizes will be ribbons and certificates. There are no divisions by category. Winners will be notified by email and awards will be made at the **June 2** meeting of the San Fernando Valley Art **Club**.

3) Up to 4 (four) submissions per person. **COST** will be **\$1 per piece (paperwork fee) plus 25¢ per inch** measured on top and one side of the outside of the frame. (2 pieces of bin art per piece 'gratis') Sculpture, etc that does not hang on walls will be charged according to 'running wall space'. *\$5 per foot rounding up.*

4) Space in 'artists bio' book is voluntary and gratis. We encourage you to participate.

5) **RESERVE SPACE:** kkreinke@mac.com. Include **YOUR NAME**, number of works, and **SIZE**. YOU do not need to attach images. Header on email should be **SMALL SHOW (your name)**. Fill out other paperwork at check in. *We will accept 'walk ins' but only if space is available. We expect to max out at approx. 30 to 40 pieces.*

6) **CHECK IN:** Within the 'workshop' room. Do not check in with the SFVAA table – we will do that.

7) Payment – Will be collected at time of check in. Checks are preferred – cash is acceptable.

8) Usual expectations of framing and finishing apply. *Like I said - we trust you.*

For details please contact: **Keryl Kris Reinke (818) 730-0510.**

Email is **strongly** preferred: kkreinke@mac.com.

Please do not bother Ken Ronney. He is running their show – not ours.