

A Photographer's Path 15 Exhibit at High Falls Art Gallery March and April 2012	Drop off week	Feb 15–Feb 19, 2012 (Wed-Fri 11-5:30,Sat 12-5:30, Sun 1-5)
	Reception	Sunday March 18, 3-6pm
	Last viewing day	Friday April 27, 11-5:30
	PICK-UP	Sat April 28 (12-5:30pm) Sun April 29 (1-5pm)

Juried exhibit for all local area photographic artists. All photo techniques welcome: film, digital, specialty cameras, mixed media where original photographic images are emphasized. White or off white mats only, black professional grade metal frames only. Minimum image size 11"x14". Exceptions made only when integral to the presentation. You may submit 1-3 pieces for one \$15 entry fee per artist. Late fee of \$10 applied after February 19, 2011. **PLEASE DO NOT SIGN OR TITLE YOUR MATS OR IMAGES.**

Artist name with EXACT spelling	
Mailing address with zip	
Where can more work be seen?	
Phone	
Email address	
Web site	
Work Place and Address	
Work place title	
Work phone number	

Title of image #1	
Technique and/or materials	
Price (including 25% gallery commission)	
Short description of work	
Frame type and finished size	
Title of image #2	
Technique and/or materials	
Price (including 25% gallery commission)	
Short description of work	
Frame type and finished size	
Title of image #3	
Technique and/or materials	
Price (including 25% gallery commission)	
Short description of work	
Frame type and finished size	

<p>Work displayed at the Center at High Falls, a City Visitor Center and NYS Heritage Area, is selected for enjoyment by all age groups. Acceptance of artwork is not a guarantee of its exhibition. I understand that High Falls Art Gallery carries no insurance on temporary exhibitions and is not liable for damage or loss during exhibition. I accept conditions of exhibition including adherence to drop off and pick up dates.</p>	Your signature
<p>I authorize the gallery to remove work from the show if the buyer is an out of town visitor.</p>	Your signature or initials

For Office Use Only	Form	Art	Fee
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Frequently asked questions about the exhibit *A Photographer's Path*.....

Will I need to submit slides or photos of my work? No. This show is judged from actual framed work. Local media do frequently request images, so you may be invited to provide a hi-res (1 MB+) for promotion. Bring each of your entries ready to hang (one, two or three pieces total) on any of the drop off days, with your entry form and fee. If you don't have an entry form, allow extra time to fill one out at drop off. We are open **Wed-Fri 11-5:30pm, Sat 12-5:30pm, Sun 1-5pm.** (Entry fee by cash or check to the High Falls Gift Shop.)

Who juries the show and how? The jury is a panel of 3-6 local photography experts. Past judges have included curators, accomplished artists, gallery directors, art or photography professors, commercial photographers, and photography patrons. Each juror considers every image, and assigns each a numeric score. Scores are totaled and the highest ranking images are placed in a particular gallery to honor their selection, (approximately 40 pieces based on space available.) The remaining two galleries are filled from the remaining collection. At least one image from each submitting artist is displayed. If entries overflow, areas adjacent to the gallery are used.

Will I be notified what "makes" the show and what doesn't? Every artist will have at least one work displayed. Because of time constraints we try, but cannot promise, to notify artists in advance of the opening what pieces will be displayed, and if their work is in the top selection. Artists may pick up work not exhibited at the opening, or afterwards, at their convenience.

Can I learn my scores and any see comments by the judges? Yes. Please request your scores by email for easier processing.

Why must images be presented in white mats and black professional quality frames? We request standard competition level mats and frames. This focuses attention on the images instead of the frames, and improves the gallery appearance. When the gallery looks its best, viewers enjoy their visits more, stay longer, and are more likely to purchase work. Exceptions for 3-D or off-frame work will be made based on the merit of the work and its presentation. Poor quality or low cost frames and mats don't always protect the image and can be difficult to hang. Poorly presented images slow installation by limiting options where photos can be placed.

Why shouldn't I sign and/or title my mat or my image? Artist anonymity is important in competition. For museum quality presentation, please sign the border of the print that will be hidden under the mat, and stamp the back with copyright, date, number, and contact information. If your signature is visible it will be covered during judging.

Why an 11" x 14" minimum image size? Will an 8 x 10" image be rejected? For this exhibit we challenge photographers to submit images above and beyond "snapshots." An 11x14" image, a standard competition size, shows the artist believes the image is of exhibit quality. A smaller image won't be immediately rejected for size, but must compete with larger images. Exceptions for size (and framing) are made at the discretion of the exhibition committee.

What is the theme of the show? Subject matter is open. We look for fresh original perspectives. Common themes may score lower because they are seen so frequently.

Do I have to submit "new" images? We try to create the best and freshest show possible. Images previously displayed at High Falls (in any show) will not be accepted. If you have displayed your image(s) in the last six months in another local show, you will be asked to identify where and when it has been shown. We respect and support the exhibits of Image City Photography Gallery but, images displayed in the recent *The Magic of Light* exhibit will not be accepted for display in ***A Photographer's Path 15***.

Can I volunteer and participate in installation? We regret that due to insurance issues we cannot accept volunteer help.

What is Studio 678? A photography program for youth artists at Wilson Foundation Academy sponsored by our Photo Path partners-- Community Darkroom (at Genesee Center for the Arts and Education, 713 Monroe Avenue.) 678'ers participate in ***A Photographer's Path*** as a part of their classroom experience.

For more information please contact Sally Wood Winslow (High Falls) 325-2030 or Sharon Turner (Community Darkroom) 271-5920.