



## Portfolio Showcase 2013

### Juried Portfolio Show

August 7 – September 1, 2013

### Submission Info and Form

#### \$5000 Total Awards for the Eight Selected Portfolios

- ✓ Portfolio exhibited at Image City Photography Gallery August 7 – September 1, 2013
- ✓ \$200 award certificate from Lumiere Photo or PixelPreserve redeemable toward store purchases after August 7, 2013
- ✓ A limited-edition copy of the *Portfolio Showcase 2013* book produced by PixelPreserve and Denison Creative.

#### Dates to Remember - Portfolio Showcase 2013

- ✓ **Submission forms** due June 16, 2013
- ✓ **Notice of acceptance** mailed July 5, 2013
- ✓ **Exhibition dates** August 7 – September 1, 2013
- ✓ **Reception, Award Ceremony, and Announcement of Grand Prize Winner** August 9, 2013

#### How to Enter Portfolio Showcase 2013

- ✓ Select eight (no more, no fewer) images that represent a cohesive body of work.
- ✓ Submitted images to be juried must be in digital form
- ✓ You may submit more than one entry; use one of the attached submission forms with each entry
- ✓ Send or deliver completed submission form, entry fee and submitted images to Image City Photography Gallery **postmarked by June 15 or delivered to the Gallery June 16, 2013**
- ✓ Entry fee is \$35 per submission (\$30 if submission received on or before June 2, 2013) by check to Image City Photography Gallery. Credit card payments may be made in person at the gallery.

#### Submission for Jurying

- ✓ Independent judges will make the final selections of the eight winning portfolios. A grand prize winner will be selected from the eight winning portfolios.
- ✓ On the submission form, fully describe the dimensions of each photograph and the dimensions of the frame.
- ✓ Digital image files must be submitted as JPG's on a CD and must be at least 300 dpi in finished size of at least 8 inches in longest dimension. E-mailed images will not be accepted.
- ✓ CD's must be labeled with artist's name and file names must be consistent with entry form. Unlabeled submissions will be disqualified. Submitted CD's will not be returned.
- ✓ Deliver or mail submissions to Image City. Entry must be postmarked by June 15 or delivered to the Gallery by June 16.
- ✓ Photographs selected for Portfolio Showcase in previous years are not eligible for entry in this year's *Portfolio Showcase 2013*.
- ✓ **Direct any questions to Steve Levinson, Chairman of the Exhibit, [Steve.Levinson@ImageCityPhotographyGallery.com](mailto:Steve.Levinson@ImageCityPhotographyGallery.com).**

#### Notification of Acceptance

- ✓ Letters of acceptance will be mailed by July 5, 2013

**Image City Photography Gallery, 585.271.2540**

722 University Avenue, Rochester, NY 14607

[www.ImageCityPhotographyGallery.com](http://www.ImageCityPhotographyGallery.com)  
[info@ImageCityPhotographyGallery.com](mailto:info@ImageCityPhotographyGallery.com)

#### Conditions of Entry

- ✓ The submitted images must have an element of photographic origin.
- ✓ All entries must be your original work. If accepted, works must be suitably prepared for installation and publication.
- ✓ Accepted work may not be withdrawn before the close of the exhibition on September 1, 2013.
- ✓ Image City will retain a 30% commission fee on all sales made during the exhibition. An insurance value (i.e. material costs to reproduce) and a sale price, which includes the commission fee, must be included on the submission form.
- ✓ By submitting entries, the photographer grants permission to reproduce the submitted work for the Image City, Lumiere Photo, PixelPreserve websites and for publicity purposes and the *Portfolio Showcase 2013* book to be published.

#### Exhibit Prints - accepted works

- ✓ The focus of *Portfolio Showcase 2013* is to feature the photographs professionally presented in a gallery setting. Image City requests adoption of requirements that follow.
- ✓ Print size 8x10-inch (minimum) or larger.
- ✓ Frame size 11x14-inch (minimum) or larger.
- ✓ Please check with the Image City curatorial committee for approval of any work larger than 20x26-inches.
- ✓ Professional-quality frame that is wired, ready for installation. White mats are **strongly** encouraged.
- ✓ Canvas prints may be presented framed or stretched over an artist frame ready to install.
- ✓ The jury committee and Image City reserve the right to refuse an accepted photograph because of special conditions of installation or if the quality of the work was not accurately represented in the submitted image.
- ✓ Please contact Image City with any questions about the presentation for your accepted photographs.

#### Liability / Delivery / Retrieval

- ✓ Image City will insure accepted photographs while on site for the insurance value indicated on the submission form. Insurance for the photograph during shipping and transit to the Gallery is the responsibility of the entrant.
- ✓ All accepted photographs must arrive at Image City by August 4, 2013 at 4 pm ready to install.
- ✓ Artists are responsible for all shipping costs including insurance. Work must be shipped in a substantial, reusable container. The Gallery will not be responsible for any damage that occurs during shipping.
- ✓ Prompt retrieval of photographs after the exhibit will be gratefully appreciated. Photographs should be picked up September 2 from 4-7 pm. If not picked up at the Gallery, arrangements for packaging and shipping photographs are the responsibility of the photographer.

#### Portfolio Showcase 2013 Sponsors

**Lumiere Photo, 585-461-4447**

[www.Lumierephoto.com](http://www.Lumierephoto.com) [info@lumierephoto.com](mailto:info@lumierephoto.com)  
100 College Avenue, Rochester, NY 14607

**PixelPreserve, 585-360-0192**

[www.PixelPreserve.net](http://www.PixelPreserve.net) [keepit@pixelpreserve.net](mailto:keepit@pixelpreserve.net)

**Denison Creative, 585-360-0192**

[www.denisoncreative.com](http://www.denisoncreative.com)  
439 Monroe Avenue, Rochester, NY 14607

## Considerations for Your Entry

Image City Gallery Partners are often asked, “What makes a good portfolio?” While there are many opinions regarding this topic, we’ve culled a few comments from some known sources such as the website “Luminous Landscape” to guide you. There are no hard and fast rules, but the comments below will hopefully help you select your portfolio submission:

### A portfolio is

- Work that explores a specific theme or series of themes or ideas.
- A collection or body of work. The common misconception is that it is required to be a ‘best of’ of all the work you’ve ever done. Although this can be true in some cases, it is more likely to be a series of work with a **unifying theme**, style or taken through a specific medium.
- An idea -- share your portfolio with family and friends and get some feedback, which may give you a chance to practice talking about your work and defending your choices.

### A portfolio could include

- Photographs from a single camera format (35mm, medium format, large format).
- Only black and white, color or sepia photographs.
- Images created over a specific period of time. This could be a week, a month, a year, or longer.
- Photographs all taken in a specific geographic area.
- Photographs with some sort of “graphic linkage” to each other.

### Consider matt and image size

We have specific size requirement for images submitted to the *Portfolio Showcase 2013*. See the entry form for details. Traditionally, however, if photographs are matted then the mats are all the same size. The image size and dimensions can and do vary, however, having the mat size constant does bring uniformity to the portfolio.

We hope these few concepts will help you to make your own selections for submissions to the Image City Photography Gallery’s *Portfolio Showcase 2013*.

Good luck!

# Portfolio Showcase 2013

# Submission Form

2013 Juried Portfolio Show and Book  
See full information sheet for all details.

All Entries must be delivered by June 16  
or postmarked by June 15, 2013

Page 1

Mail or Deliver with Entry Fee to Image City Photography Gallery, 722 University Ave., Rochester, NY 14607

Name (Please Print) \_\_\_\_\_ Address \_\_\_\_\_

Phone \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**Include Entry Fee of \$35 (\$30 if submission received on or before June 4) with each submission that MUST have 8 photographs entered, no more, no fewer.**

email \_\_\_\_\_

**Photo #1 JPG File Name** \_\_\_\_\_

\_\_\_\_\_  
Title of Photograph #1

\_\_\_\_\_  
Dimensions of Photograph    Dimensions of Frame

\_\_\_\_\_  
Medium (Giclée, Archival Inkjet, Traditional Print, etc)

\_\_\_\_\_  
Sale Price                  Insurance Value

**Photo #2 JPG File Name** \_\_\_\_\_

\_\_\_\_\_  
Title of Photograph #2

\_\_\_\_\_  
Dimensions of Photograph    Dimensions of Frame

\_\_\_\_\_  
Medium (Giclée, Archival Inkjet, Traditional Print, etc)

\_\_\_\_\_  
Sale Price                  Insurance Value

**Photo #3 JPG File Name** \_\_\_\_\_

\_\_\_\_\_  
Title of Photograph #3

\_\_\_\_\_  
Dimensions of Photograph    Dimensions of Frame

\_\_\_\_\_  
Medium (Giclée, Archival Inkjet, Traditional Print, etc)

\_\_\_\_\_  
Sale Price                  Insurance Value

**Photo #4 JPG File Name** \_\_\_\_\_

\_\_\_\_\_  
Title of Photograph #4

\_\_\_\_\_  
Dimensions of Photograph    Dimensions of Frame

\_\_\_\_\_  
Medium (Giclée, Archival Inkjet, Traditional Print, etc)

\_\_\_\_\_  
Sale Price                  Insurance Value

See Page 2 for Entries 5 – 8

**Image City Photography Gallery, Lumiere Photo, Denison Design and PixelPreserve**

# Portfolio Showcase 2013

# Submission Form

2013 Juried Portfolio Show and Book  
See full information sheet for all details.

Page 2

All Entries must be postmarked  
or delivered by June 16, 2013

<b>Photo #5 JPG File Name</b> _____	
_____	
Title of Photograph #5	
_____	
Dimensions of Photograph	Dimensions of Frame
_____	
Medium (Giclée, Archival Inkjet, Traditional Print, etc)	
_____	
Sale Price	Insurance Value

<b>Photo #7 JPG File Name</b> _____	
_____	
Title of Photograph #7	
_____	
Dimensions of Photograph	Dimensions of Frame
_____	
Medium (Giclée, Archival Inkjet, Traditional Print, etc)	
_____	
Sale Price	Insurance Value

<b>Photo #6 JPG File Name</b> _____	
_____	
Title of Photograph #6	
_____	
Dimensions of Photograph	Dimensions of Frame
_____	
Medium (Giclée, Archival Inkjet, Traditional Print, etc)	
_____	
Sale Price	Insurance Value

<b>Photo #8 JPG File Name</b> _____	
_____	
Title of Photograph #8	
_____	
Dimensions of Photograph	Dimensions of Frame
_____	
Medium (Giclée, Archival Inkjet, Traditional Print, etc)	
_____	
Sale Price	Insurance Value

For questions contact Steve Levinson, Exhibit Chairman  
Steve.Levinson@ImageCityPhotographyGallery.com

**Your signature is required** and understood to be an agreement by you to all of the conditions set forth and grants to Image City Photography Gallery, Lumiere Photo, Denison Design, and PixelPreserve permission to reproduce the accepted images in the *Portfolio Showcase 2013* book and to print and distribute the accepted images by print and electronic media for advertising for *Portfolio Showcase 2013* portfolio show and book exhibit. You also certify that you are the photographer of the work and hold all rights to allow its publication and display.

\_\_\_\_\_  
Signature Date

Rev: 20130424