

Image City Photography Gallery  
*The Magic of Light 2021*  
Juried Photo Exhibition

**Three Awards will be presented**

**Two Jurors Awards** selected by Gallery Partners, receive \$150 each.

**One People's Choice Award**, receives a \$150 Gift Certificate courtesy of [Lumiere Photo](#)

**Submissions: Information & Entry Form**

**Entries to The Magic Of Light Show 2021**

- ✓ The fee is \$40 per entry.
- ✓ Each entry includes up to four images.
- ✓ Images may include a wide range of genre, technique and creativity regarding The Magic of Light.
- ✓ Entries submitted in one of two ways:
  - **Hard copies:**
    - a. Paper forms and the four image files per entry on a CD, DVD or thumb drive are mailed or hand-delivered to Image City.
    - b. Payment – check, cash or credit card.
  - **Online:**
    - a. Download submission forms from the Image City website ([http://www.imagecityphotographygallery.com/Shows/202101show/Call\\_TMOL-entry.htm](http://www.imagecityphotographygallery.com/Shows/202101show/Call_TMOL-entry.htm)). Then complete, save and email to Image City.
    - b. Make payment online using Paypal.
    - c. When we receive notice of payment, you will then be sent a link with instructions to send your images.
- ✓ Submit digital image files in **JPG format, 300 dpi and 8 inches** in longest dimension.
- ✓ File Names:
  - a. include the artist's **last name, initial of first name**, and the **title** followed by **.jpg**.  
Example: *Smith\_J\_Balloon Fields.jpg*
  - b. File names on Submission form must match file names on CD/DVD or uploaded images.
- ✓ An **insurance value** (material costs to reproduce) and a **sale price**, which includes the commission fee, must be included on the submission form.
- ✓ Images previously displayed at Image City Photography Gallery shows are NOT eligible.
- ✓ Submitted images must be original work by the artist and be of photographic origin.

**Dates to Remember**

**Entry forms & Digital Images** due November 1, 2020

**Notice of acceptance** mailed by Nov. 9, 2020

**Framed Photo Delivery** dates Dec. 18 - 22, 2020

**Exhibition dates January 2 – January 24, 2021**

**Artists' Reception** – Pending

**Retrieval of Photographs** – January 24, 4 – 6 pm

**Directions about Accepted Work**

- ✓ The Image City Curatorial Committee will make the final selection of work that is accepted for the show.
- ✓ **Presentation Requirements** of accepted works:
  - Minimum Frame size 12x18"
  - Maximum Frame size: 36 x 24"
  - Professional quality framing, wired on back, and ready for installation
  - Please contact Dick Bennett for any questions about presentation.
- ✓ Image City reserves the right to refuse an accepted photograph because
  - a. of special conditions of installation or
  - b. the quality of the work was not accurately represented in the submitted image.
- ✓ All work will remain installed in the Gallery through January 24, 2021.
- ✓ Image City will retain a 30% commission on all sales.

**Delivery and Retrieval**

- ✓ Prompt delivery and retrieval of images will be greatly appreciated.
- ✓ Gallery hours: Tuesday-Saturday, 12-6 pm; Sunday 12-4 pm.
- ✓ **Deliver accepted, ready to install images on December 18-22, 2020.**
- ✓ **Retrieve unsold images, thumb drives/CD's on January 24, 2021 from 4-6 pm.** The photographer is responsible for making arrangements for packing and shipping images that are not picked up.
- ✓ If shipping is required, artists are responsible for the cost, including insurance. Work must be shipped in a substantial, reusable container(s). Image City will not be responsible for damage occurring during shipping.

**Direct Questions to the Dick Bennett:**  
[entry@ImageCityPhotographyGallery.com](mailto:entry@ImageCityPhotographyGallery.com)

*Image City Photography Gallery*  
*The Magic of Light 2021*

See information sheet for full details.

# Entry Form

All entries must be submitted by November 1, 2020.  
Entry Fee \$40

**For hard copy delivery to the Gallery:** Print and complete this entry form. Mail or hand deliver it to Image City Photography Gallery along with the four image files per entry on CD/DVD/thumb drive. Pay the entry fee by check, cash, or credit card at Image City.

OR

**For online entry:** 1. Go to the Gallery Home Page at the bottom of this form. 2. Click on the Submissions Link. 3. Click on the editable PDF file. 4. Complete the required information and save the file to your hard drive. 5. Click on the email link, attach the completed form and send to: [entry@ImageCityPhotographyGallery.com](mailto:entry@ImageCityPhotographyGallery.com) 6. Make payment by PayPal. 7. You will receive an email with instructions to upload your four image files per entry via Drop Box.

Name \_\_\_\_\_ Address \_\_\_\_\_

Phone w/ area code \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_

<b>Image #1</b>	
_____	
<b>File Name</b>	Example (LastName_FirstInitial_Title) (Smith_J_Portrait of Mr. Kite)
_____	
<b>Insurance Value</b> (Material costs to reproduce)	<b>Sale Price</b>

<b>Image #2</b>	
_____	
<b>File Name</b>	Example (LastName_FirstInitial_Title) (Smith_J_Strawberry Fields Forever)
_____	
<b>Insurance Value</b> (Material costs to reproduce)	<b>Sale Price</b>

<b>Image #3</b>	
_____	
<b>File Name</b>	Example (LastName_FirstInitial_Title) (Smith_J_Eleanor Rigby's Garden)
_____	
<b>Insurance Value</b> (Material costs to reproduce)	<b>Sale Price</b>

<b>Image #4</b>	
_____	
<b>File Name</b>	Example (LastName_FirstInitial_Title) (Smith_J_Lucy's Diamonds)
_____	
<b>Insurance Value</b> (Material costs to reproduce)	<b>Sale Price</b>

For questions contact Dick Bennett, Exhibit Chair  
[entry@ImageCityPhotographyGallery.com](mailto:entry@ImageCityPhotographyGallery.com)

**Image City Photography Gallery**  
585.271.2540

722 University Avenue, Rochester, NY 14607  
[www.ImageCityPhotographyGallery.com](http://www.ImageCityPhotographyGallery.com)

Your submission entry is understood to be an agreement by you to all of the conditions set forth herein and grants permission to Image City Photography Gallery to reproduce and distribute the accepted images by print and electronic media for advertising The Magic of Light Show 2021. You are also certifying that you are the photographer of the work and hold all rights to allow its publication and display.