

Exchange Call to Artists

LA GALERÍA at Villa Victoria Center for the Arts in Boston's South End and Essex Art Center in Lawrence, MA are pleased to announce a Call to Artists for their collaborative juried exhibition project, **Exchange**, to be mounted simultaneously in each art center in the Fall of 2010. Designed to unite diverse communities of artists and audiences, **Exchange** encourages visual artists working in innumerable mediums to approach the concept of **Exchange** in just as many ways.

Organizers / Curators of **Exchange** include: Evan J. Garza, Curator at Villa Victoria Center for the Arts and Editor at Large for *New American Paintings*; Leslie Costello, Executive Director and Chester F. Sidell Gallery Director at Essex Art Center; Cathy McLaurin, Special Projects and Elizabeth A. Beland Gallery Director, Essex Art Center; and Ceci Mendez, Director of Exhibitions & Community Partnerships, New Art Center in Newton. Curators will review submissions, schedule studio visits, and curate group shows at both LA GALERÍA and Essex Art Center. The Call to Artists is open to artists at any stage of their career. Applicants may submit images of actual work or images representative of work yet to be made, along with a detailed plan for proposed work. Decisions will be made on the quality of work submitted and its relationship to the theme.

Curatorial Vision for Exchange

The curatorial vision for this project was in part born of the need and desire to introduce and expand new audiences to each of the participating organizations. Our process for assembling the guidelines and setting the stage for the theme "Exchange" came from desiring and building collaboration into the curatorial process, both as individual curators and as representatives of institutions that seek to support and be enriched by the artists and visitors in our communities and beyond.

Collectively we also recognize that in a climate of challenging times, organizations and venues such as the Essex Art Center and LA GALERIA at Villa Victoria Center for the Arts can successfully collaborate to, hopefully, produce a product greater than the sum of its parts through the joining and sharing of our resources. As curators and cultural workers at our respective organizations, we have much to gain through a collaborative process and exchange of ideas, through expanding our audiences, being introduced to new artists, as well as introducing artists not formerly known to our organizations into the fold.

It is the collective hope of this curatorial team that artists will also be inspired to think of the concept of **Exchange** in whatever way is relevant to their work. Does Exchange imply (or inspire) an interchange of ideas, product, mode of thought, or process? Is the theme relational to political, social, or cultural issues? Is it reflected in one's process or way of working, whether independently or collaboratively? We are interested in any and every way in which artists' work embodies or exemplifies the theme.

For more information please visit

<http://www.villavictoriaarts.org>

<http://www.essexartcenter.com>

To submit work for consideration please send the following documents as specified:

#1: CD of IMAGES

Submit up to 10 images of work. Images should be labeled 01, 02, 03, etc, followed by the Artist's last name. The images should correlate with the image list (see below.) Images should be JPGs, viewable on a Mac or PC, and 300dpi with a max vertical size of 8 inches, or max horizontal size of 10 inches. The CD should be labeled with the Artist's last name(s) and "**Exchange**".

Please note: For new media works, or work involving sound, moving images, film, or performance, material on a DVD will be accepted for review. If selected, the Artist must be prepared to provide a projector, monitor, or necessary technology with which to display the work.

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#2: 4 paper copies of a document with the following General Information:

Contact Information: Name / Address / City, State, Zip / Day Phone, Evening Phone / Email / Website

How did you hear about this call for work?

Listing in magazine / online call / EAC website / VVCA website / Other _____

Brief Statement: Please provide a statement up to 500 words detailing how your work relates to the theme of **Exchange**. Artists may propose new work for this exhibition. In this case, samples of actual existing artwork must be provided. The artist statement should address the included work as well as outline the proposed work. Artist collaborations may also be proposed. If desired, up to 5 additional images, sketches, or any other relevant information should be included for proposed work.

Image list: The Image List must be numbered in accordance with the numbers of the images on the CD. Please include the following information for each image: Image Number, Artist's Name, Title of work, Date, Medium, Dimensions.

#3: 1 copy of the Artist Resume

Please send all materials, Postmarked by March 15, 2010 to:

Exchange

Essex Art Center
56 Island Street
Lawrence, MA 01840

If you would like confirmation that your materials have been received, please include a Self Addressed Stamped Postcard with your application.

REVIEW OF WORK

Inclusion in **Exchange** is determined by the committee of curators. The review process may also include a studio visit by one or more of the curators to view actual work. Final placement / location for accepted work rests with the curators. If work is site specific, please indicate this in your statement. Notification about acceptance into **Exchange** will be posted on both Villa Victoria and Essex Art Center web sites on June 15, 2010.

CHECKLIST:

- CD of images
- DVD of work (if applicable)
- Supplemental Material (if applicable for proposed work)
- 4 copies of the General Information
- Artist Resume

Incomplete proposals or proposals that do not follow the guidelines will not be reviewed. Please note that Images / CDs / Video / Supplemental submission materials will be returned **only** if a SASE is provided.

Please contact: info@essexartcenter.com with any questions.

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