

**For Art's Sake Gallery, Studio and Framing
Prospectus for July 5, 2016 – August 29, 2016
MidAtlantic Pastel Society All Member Exhibit
“The Power of Pastel”**

The MidAtlantic Pastel Society (MAPS) is a not-for-profit association dedicated to the promotion and greater understanding of pastels as a fine art medium. Open to everyone, beginning student to professional, the society provides its members with fellowship, support and growth through bimonthly programs; by offering workshops, critiques and other educational training; and with opportunities to exhibit.

For Art's Sake Gallery is located at 9770 Gayton Road, Henrico, Virginia, 23238, in the west end of Richmond. Its gallery space presents rotating exhibits featuring regional artists and art groups in diverse mediums. In addition to its gallery space, For Art's Sake offers custom framing and a range of classes and activities for children and adults. For Art's Sake is open to the public 10 am to 5 pm Monday through Friday, and Saturdays 10 am to 3 pm and has ample parking. More information about For Art's Sake is located at www.forartssakegallery.com.

There is no entry fee for this exhibit and each participating artist may enter up to two paintings. The entry form is included on page 3 of this prospectus along with mailing information. Registration begins on April 1, 2016, and must be received no later than June 5, 2015. The exhibit will not be juried or judged. Membership will be notified when the exhibit nears capacity and is full.

A paid MAPS membership for 2015-2016 is a requirement of entry. Membership form can be found on the website <http://midatlanticpastelsociety.com>.

All work must be primarily soft/dry/hard pastels and must be original (i.e. may not be work copied from other artist's paintings, from published photographs or other copyrighted material). No artwork may have been included in a previous exhibit at For Art's Sake. Work must be presented in a professional manner, wired and ready to hang appropriately for gallery presentation. No sawtooth hangers will be accepted. The back of the painting must contain artist's name, title of painting, contact information and price. Labels that can be stapled over the wire or taped to the paintings' backs are included on the last page of this prospectus. Nudes will be allowed. **All work must be for sale.**

Artwork must not exceed 40" in either direction for the outer dimensions of your frame. Diptychs will count as two items, triptychs as three.

A one to two page bio or artist's statement may be included with the exhibit's promotional materials. If you have not already supplied one, and would like to include or update it, please bring it when you drop off your paintings.

The opening reception will be held at For Art's Sake on Friday, July 8, 2016 from 5 to 8 pm. Artists participating in the exhibit should plan to bring hors d'oeuvres suitable for a stand-up party or wine for the reception table.

For Art's Sake will administer all sales during the exhibition, will collect sales taxes, and will retain a commission of 35% of the sales price of all artwork sold during the exhibition. Please factor the commission into your

**For Art's Sake Gallery, Studio and Framing
Prospectus for July 5, 2016 – August 29, 2016
MidAtlantic Pastel Society All Member Exhibit
"The Power of Pastel"**

pricing. Work, whether sold or unsold, may not be removed from For Art's Sake until the end of the exhibition. For Art's Sake does not have storage capability, so please be prompt in picking up any unsold artwork.

Work may be shipped, should an artist be outside of the Richmond metropolitan area and unable to deliver the work in person. Please call Gallery Director, Diana Robinson, at 804.740.1400 to let her know in advance to expect it.

If return of the unsold work is also needed, work should be in a returnable box that our exhibit chair can put the artwork back in for return. Please include a PREPAID return shipping label with the artwork for its return.

Although every reasonable precaution will be taken when handling artwork, no responsibility for loss or damage of any kind to the artwork will be assumed by MAPS or For Art's Sake. For Art's Sake takes every precaution to protect and secure the property on loan by others but is not responsible for any loss or damage occurring during the exhibition.

Timeline for Exhibition at For Art's Sake

- April 1, 2016:** Begin mail-in registration
- May 5, 2016:** Registrations received by this date will be eligible to have images used in Promotional materials.
- June 5, 2016:** Registrations must be received
Email invitation to the show will be shared with participating artists.
- July 5, 2016:** Drop off paintings between 10 am to Noon at For Art's Sake
- July 6, 2016** Exhibit opens at 10 am
- July 8, 2016:** Public reception at For Art's Sake
- August 26, 2016:** Exhibit ends at 3 pm
- August 29, 2016:** Pick up unsold paintings between 10 am and Noon

See Page 4 for painting labels

Entry form

Complete entry form below, printing clearly. Mail completed form to:

Ginette Perreault, 8501 Hann Road, North Chesterfield, VA 23236

Please contact Gallery Director Diana Robinson at forartssake@verizon.net, with questions.

Entry #1: _____

Outer Frame Dimensions: _____ Price: \$ _____

Entry #2: _____

Outer Frame Dimensions: _____ Price: \$ _____

Reception

I am planning to attend the reception on Friday July 8th: Yes or No (circle one)

If yes, I will bring: Wine or Food (circle one)

Artist: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Signature _____

Note: Your signature constitutes acceptance of all conditions and terms in this prospectus.

MidAtlantic
Pastel Society

For Art's Sake Gallery, Studio and Framing
Prospectus for July 5, 2016 – August 29, 2016
MidAtlantic Pastel Society All Member Exhibit
"The Power of Pastel"

To label each painting for drop off, fold over wire at center & tape or staple at the end.

TITLE: _____		
ARTIST: _____		
PRICE: _____ MEDIUM: Soft Pastel		
EMAIL: _____		
ADDRESS: _____		
PHONE: _____		

TITLE: _____		
ARTIST: _____		
PRICE: _____ MEDIUM: Soft Pastel		
EMAIL: _____		
ADDRESS: _____		
PHONE: _____		