



## **FRESH ART 2024**

**Produced by Marin Society of Artists**

**Show dates: December 16 to February 15, 2025**

**Deadline to Enter: December 1, 2024**

**FRESH ART 2024** is an online Fine Art exhibition produced by the Marin Society of Artists, open to all artists over the age of 18.

**THEME – “FRESH ART”.** What new directions are you taking with your art? Show us something new, something not encountered before, or a new approach to your art. Artwork that is forward or bold, expressive, engaging, stimulating, creative and infused with imagination are especially invited.

Open to painting, photography, sculpture, printmaking, mixed media, fiber art, ceramics and all types of fine art crafts (no film or video). The show will be presented in two forms – an online presentation in the MSA “Virtual Gallery” which will include the price and contact information of the artist. In addition, a video version showing all works in the show will be produced and will remain available to view after the show closes.

Only online entries with digitally uploaded images to CaFÉ will be accepted. Digital entries must be RECEIVED via the CaFÉ application by December 1, 2024, before 11:59pm Mountain Time. Notification of acceptance will be by email and an online list of accepted artwork entries on the MSA website at <https://www.marinsocietyofartists.org>

Note: Artwork previously juried into an MSA exhibition will not be accepted.

**EXHIBITION DATES:** December 16, 2024 through February 15, 2025. The YouTube version of the exhibition will remain available after that date.

**RECEPTION:** A virtual ZOOM reception will be held on Sunday, **December 20** at 5pm PST. Details and the link to the ZOOM will be released well in advance.

**DEADLINE TO ENTER: December 1, 2024**

**JUROR: Julie Zener** is an art curator and artist manager and is the owner of the Julie Zener Gallery in San Anselmo, California. In 1998, she launched her career as an art dealer living in San Francisco. Julie lived and worked in Santa Barbara and Spain. Currently she lives and works in Marin County serving the San Francisco Bay Area art market and a growing global clientele.

**FEES:**

Non-MSA members: \$35 for 3 entries, \$7 for each additional entry up to (10) pieces.  
MSA members: \$30 for 3 entries, \$7 for each additional entry up to (10) pieces.

Payments are to be made by credit card, debit (VISA or MC) or PayPal through the CaFÉ application. Diptychs and triptychs count as one piece, use only one image of the entire diptych or triptych. Fee payment does not guarantee that any/all artworks submitted for jurying will be included in the exhibition.

MSA members with award vouchers, contact [shows@msartists.org](mailto:shows@msartists.org) for a coupon code. Vouchers do not cover 100% of the entry fee.

**AWARDS:**

First Prize: \$500. Second Prize: \$300. Third Prize: \$100. Several non-monetary Honorable Mention awards may be given at the Juror's discretion.

**QUESTIONS:**

For general information, email: [shows@msartists.org](mailto:shows@msartists.org) and include "FRESH ART 2024" in the subject line. For assistance with online entry: Monday-Friday, 9am-5pm Mountain Time, contact: [contactCaFÉ@callforentry.org](mailto:contactCaFÉ@callforentry.org)

All properly prepared entries (refer to digital file image requirements) will be viewed and judged by the juror. The decision of the juror is final. No more than 2 works by an artist will be included in the final juried selection.

**ENTRY INSTRUCTIONS**

Entry instructions may be found on our website: <https://www.marinsocietyofartists.org> or on CaFÉ. If you are already registered with CaFÉ, you may use your existing username and password to enter this show. All entries must be submitted with digital images and must adhere to CaFÉ requirements.

Your entries must first be uploaded to "My Portfolio" on the CaFÉ application. You then choose images from your "Portfolio" to be entered in this exhibition.

- **Image Format:** JPG or JPEG
- **Dimensions:** 1200 pixels or greater on the longest side. CaFÉ may readjust your dimensions after entry to fit the limitations. Size: under 5 MB.
- **Description of artwork:** the description entered in your Portfolio with your image will be visible in the Online Exhibition, but not in the YouTube version.
  
- **Please check your entries for accuracy and typos.** No changes to title, price, or other material information will be permitted after December 1, 2024.

**CALENDAR:**

- Digital Entries Deadline: Saturday, December 1, 2024, before 11:59p.m. Mountain Time.
- Notification of Accepted Entries: December 9, 2024 (by midnight Pacific Time).
- Show Opens: December 16, 2024 (online gallery)
- Reception (ZOOM call): Sunday, December 22, 2024, at 5pm PT.
- Show Closes in the online gallery February 15, 2025. The YouTube video version will remain available after that date.

**CONTACT INFORMATION:**

The artist's email contact information will be posted along with their artwork image on the Online Gallery show so that the artist can be contacted by potential buyers.

However, If the artwork is selected for the exhibition, the artist may opt to show their website link instead of their email contact information with their entry by indicating such on their CaFÉ entry.

**ACCEPTED ARTWORK NOTIFICATION:**

Artists will receive email notices of accepted artwork by December 9, 2024, (by midnight PST). A SEPARATE email notice will be sent on the same date showing non-accepted artwork. In addition, a list of the accepted artwork will be posted on the MSA website.

**SALES:**

Artwork in the show will be for sale at the price chosen by the artist. This price does not include shipping and handling costs. The artist will handle the sale of their artwork and shipping thereof. Any interested purchaser will contact the artist directly regarding purchase of artist's work. 100% of the sale of work will go to the artist; no commission to MSA. If the artist does NOT wish their entry to be for sale, they should show a \$0 price and select "not for sale" for that piece.

The artist's email contact information will be posted along with their artwork image on the Online Gallery show so that the artist can be contacted by potential buyers.

**HOWEVER:** If the artwork is selected for the exhibition, the artist may opt to show their website link instead of their email contact information with their entry by indicating such on their CaFÉ entry.