

FLAT OUT UNDER PRESSURE: GUIDELINES AND APPLICATION

Application due: March 27, 2009

• *Event:* April 24 - 25, 2009

WHAT IT IS

Flat Out Under Pressure (FOUP) is a 24-hour artmaking juried event with the winning artwork recreated on 10 new recycling bins in downtown Greenville as a type of outdoor gallery. In addition to having their work featured on the bins, the selected artists will also receive other prizes, which include cash amounts up to \$1000 and a trip to Italy. Artists will share the space of the exteriors of the bins with area businesses that will sponsor the bins. The winning artists will be recognized and have their work professionally recreated on the front, back and/or tops of the bins. The sponsors will have their printed logo or message on the sides of the bins. The artwork will remain on the bins for one year.



HOW IT'LL WORK:

Interested artists must complete and submit the accompanying application to MAC by March 27, 2009. The application requires a portfolio of work which will be juried by a committee selected by the FOUP representatives. (See next page for more details.) The accepted artists will then participate in the event from Friday, April 24 to Saturday, April 25. The award ceremony and reception for all participating artists will be held at the end of the event that Saturday evening. The submitted work will be juried and the winners announced at the reception. All work will be displayed at MAC for one week. Selected winners will then work with the FOUP committee to determine which of the artist's work will be reproduced on the recycling bin. The work that is recreated on the bins does not have to be the work produced during the 24-hour event. The 24-hour event will serve to select the artists who will then, in turn, select their work with the help of the FOUP committee to display on the recycling bins.

THE 24-HOUR ART-MAKING EVENT

On Friday, from 9:00–11:00am, artists who have been accepted through the application process will check in at the Metropolitan Arts Council to register their unmarked surface(s). Artists may register up to 5 surface(s) but only one work per artist may be submitted for jurying. The medium must measure no more than 72" x 72". Volunteers will stamp the back of the blank surface verifying that no marks have been made on the surface. Artists will have 24 hours to work on their registered 2-D surfaces. The next morning, Saturday, April 25, from 10:00–11:00am, event officials will be at MAC to accept the completed works. That afternoon, a professional juror will jury the work, and the winners will be announced that night at the reception.

THE AWARD CEREMONY RECEPTION AND EXHIBIT

The reception for the artists and sponsors will take place Saturday April 25 from 7:00–9:00pm at MAC. All of the submitted works will be hanging in an exhibit at MAC for one week. That evening, the award winning works will be announced during the reception. The sponsors of the "purchase prizes" will receive recognition at the reception, and when the exhibit comes down the following week, the award-winning works will be given to the sponsors, who will be encouraged to hang the work in their place of business in the Greenville area. The winning artists will receive an amount of cash and prizes according to the place won, in exchange for his or her artwork. Non-winning artists will have the opportunity to sell their work as it hangs in the gallery and will pick up more information on this when they come to MAC on Saturday morning to register their art surfaces. A special hanging system will be constructed to accept non-framed pieces as well as potentially still-wet work.

ARTIST AND PRIZE CATEGORIES

There are two categories of artists:

1. Professional artist who lives or works in the Greenville area;
2. Student, 24 and under, and in either high school or college.

Professional artists will be vying for up to 7 spaces on the recycling bins, a trip to Italy, and cash awards up to \$1000. Students will be vying for up to 3 spaces on the bins as well as cash prizes of up to \$300.

ARTWORK CATEGORIES

The entries may be any type of 2-D media: drawing, painting, print-making, mixed media, and relief sculpture. Purely computer generated work and photography will not be considered.

THE COST OF THE RECYCLING BINS

The recycling bin sponsors will provide funds for the cost, service and maintenance of the recycling bins. The cost of one bin will be approximately \$7,000.00 per year and includes the cost of the bin, its shipment to Greenville, the city's required three-times-weekly service to retrieve the recycling goods, the upkeep and cleaning of the bins, and the initial recreation of the artwork and sponsor information on the bins. The project has been approved by Mayor Know White and the Greenville City Council; however, no funds will be provided for the project by the city.

PORTFOLIO SUBMISSION

Professional artist applicants must provide a portfolio of 5 works, either as slides or digital images on a cd. (*Artists who have ever participated in OPEN STUDIOS do not need to provide a portfolio.*) Please follow the required formats indicated below. Not following the requirements jeopardizes your admission into Flat Out Under Pressure.

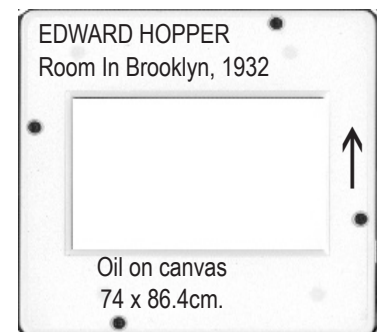
Slides: Slides must be identified as indicated in the graphic to right. Please put the following information on the front of the slide:

- Artist's name
- Title of work
- Medium
- Size
- Arrow indicating work's orientation

Digital images: Images can be submitted on a cd (no emails). Please title the image files with the work title and provide a written list of the files and the corresponding information about the work presented such as work title, medium and size.

THE RETURN OF YOUR SLIDES/CD

You can either pick up your images from MAC at the beginning of April (when the jury process is completed) or provide a self-addressed stamped envelope. If you opt for the SASE, please make sure your envelope is of an appropriate size and protective nature and that you have applied sufficient postage. If accepted into the event, you can also pick up your images on Friday, April 24, when you come to MAC to register your art-making surface(s).



SHARING YOUR ART-MAKING PROCESS WITH THE PUBLIC

Although not a requirement, we hope you will take the opportunity to create your art outside. We will be providing signs "Artist working for a Greener Greenville - Flat Out Under Pressure" that you can display while working, with the hopes that the curious public will engage with you. It's an opportunity for the public to see you creating art, as well as to explain your dedication to creating artful recycling bins.

APPLICATION FEE

The application fee is \$24.00 for professional artists and \$12.00 for students for each blank surface you register and due at time of the application submission. You can register up to 5 blank surfaces but only one final entry will be allowed to be entered into the competition on Sunday, April 25. Cash, checks and credit cards are accepted.

EXHIBIT AT MAC

For the week following the event, MAC will exhibit the winning artwork at its gallery at Augusta Street.