

Event Dates: Thursday, November 5 – Saturday, November 14

2020 VIRTUAL / ONLINE ART SHOW GUIDELINES

The Land Conservancy of McHenry County (TLC) is a not-for-profit organization dedicated to the conservation and preservation of the beautiful places in our McHenry County landscape. TLC's mission is to preserve natural, agricultural and scenic land forever in McHenry County by working with individuals, communities and other partners. TLC has preserved over 2,800 acres of land.

PURPOSE/THEME OF EVENT

The purpose of Art of the Land is to raise awareness of TLC and the work we do. Art of the Land is TLC's major fundraising event each year, and proceeds from this event support **land conservation in McHenry County**. All art considered for this event must be consistent with the theme of the event:

“Art that reflects or is inspired by the local landscape and all it provides.”

ONLINE-ONLY EVENT IN 2020

Because the health and safety of our members, friends and staff are of the utmost importance, we have decided to host an online-only Art of the Land event in 2020. The event will be quite different than in past years but will also create exciting new opportunities. The online event will take place over 10 days in November, beginning Thursday, Nov. 5 and running through Saturday, Nov. 14. We plan to release new works of art for sale throughout the event to encourage visitors to return several times over the 10-day period.

ART SALES

All art will be sold online. Most pieces will be sold for the listed price, but some will be selected for an online auction. Artists will be asked to provide a reserve price for their artwork in the event it is selected for the auction. Artisan items will be sold for a set price determined by the artisan.

ELIGIBILITY

- Acceptable types of work: Original artwork, photography, limited edition prints, ceramics, glass, sculptural pieces, basketry, fiber, paper, wood, metal and jewelry.
- Work must be original.
- Entries may not include works accepted in previous Art of the Land art shows.
(Exception: Artisans)
- Artwork cannot be from copyrighted materials. Any work that is judged to be plagiaristic in regard to known persons will not be accepted.
- Art of the Land is a juried event. TLC reserves the right to disallow the exhibition or sale of any item, which in the opinion of TLC is considered detrimental to the show's image or does not comply with Art of the Land rules.
- Be sure to complete all parts of the application and date/sign it.
- The jury will consider whether or not the artwork represents the theme.

Art of the Land: 12th Anniversary

AWARDS

- Best of Show Award: \$250
- Honorable Mention Award (2): \$100 each

SUBMISSION

- Artists may submit up to five entries for a non-refundable fee of \$25. There will be a \$5 fee for each additional entry.
- Artisans should submit five images which are characteristic of current work. **There is no artisan jury fee.**
- Entries are juried from digital images for acceptance into show. Image quality is important.
- All accepted artwork must be for sale.
- Entrants must submit the application online at www.artoftheland.org
- Images of work also must be e-mailed to gmaki@conservemc.org (ATTACHED not embedded)
- Fee(s) may be paid in one of two ways:
 - Credit card on our website (www.artoftheland.org)
 - Mail a check or money order with “Jury Fee” in memo to TLC, P.O. Box 352, Woodstock, IL 60098.

NOTE: Use the following format to submit images:

File size: 1200 pixels on the longest side of the image.

Resolution: 300 dpi

Format: JPEG

Each piece should be labeled with Artist Name, Title, Price, Medium and Size (including mat/frame)

ACCEPTED ARTWORK

Once accepted into the show, artists will be asked to provide up to five views of each piece, including one that conveys the size/scale of the artwork if possible. (For example, a mockup photo of the piece hanging above a sofa.)

Because it is an online show, images submitted for two-dimensional artwork should include the frame and mat to give potential purchasers a complete representation of the item.

Suggested apps:

<https://www.homestratosphere.com/wall-art-visualizer-software/> - Includes several examples of apps to create a mockup of art in a living space.

[PhotoScan – scanner by Google Photos](#) - This app can help remove the glare in the photo of a framed piece.

[PicResize - Crop, Resize, Edit images online for free!](#) – This app can help you resize photos to the correct size.

Accepted artists may sell up to five unframed prints as “bin art”. If you are accepted to the show, you will be contacted regarding your intent to sell unframed prints.

Art of the Land: 12th Anniversary

ARTISANS

Accepted artisans may enter 10 different pieces in the online show. (Multiple quantities of each piece are permitted. For example, if you have 5 oak leaf necklaces that are exactly the same to sell, that will count as one item.)

SHARE YOUR PROCESS

Artists and artisans accepted into the show are encouraged to share candid photos and videos of their artistic process with TLC in the weeks prior to the event so we can promote the artists and Art of the Land. Photos can be sent to gmaki@conservemc.org or tag @conservemc on Facebook, @conservemchenrycounty on Instagram and @conservemc on Twitter.

DEADLINE

The official application deadline is **Sunday, Oct. 4, 2020. (Fee and digital images too.) Entries timestamped after Oct. 4 will be marked late and will not be accepted.**

- Artists and artisans will be notified of the jury's decision via e-mail by Monday, October 12, 2020.

ARTWORK DROP OFF

In a change from previous years, artwork will only be dropped off once it has been sold.

Drop off of artwork is Sunday, November 15, 2020, from 2:00 p.m. to 5:30 p.m. at the TLC Office, 4622 Dean St. Woodstock, IL. **Artwork may NOT be shipped for this show.**

Art will not be shipped to purchasers. Customer art pickup will take place at Hennen Conservation Area on November 15 from 6-8:00 p.m. and on Monday, November 16 time TBD.

Artisans may decide on an individual basis if their items will be pickup-only at Hennen Conservation Area or if they will ship directly to the customer.

GUIDELINES FOR ART DROP OFF

- Artwork needs to be ready to hang, and labeled on back with name of artist, artist phone number, title, medium and price.
- Artwork must be **suitably equipped and wired** for proper hanging. (Sturdy frames ensure artwork will not break or be damaged).

SALES

- All artwork must be priced to sell. TLC will process all sales. Artists receive 70 percent of the price of the artwork and TLC receives 30 percent.
- Artists determine their sales price. Keep in mind, however, that only four items priced above \$250 sold last year. The majority of items sold for \$60 or less. This information may help you to decide how many higher priced pieces to submit. It should not dissuade you from submitting.

Art of the Land: 12th Anniversary

CALL FOR DONATED ARTWORK

The Land Conservancy of McHenry County is seeking donations of art *for the silent auction at its Annual Celebration Brunch on January 31, 2021*. Pieces will be accepted prior to and during art dropoff through Sunday, Nov. 22, 2020. Please consider your gift of original artwork including jewelry, glass, paintings, sculpture or other art. For more information, contact Jennifer Luniewicz-Martins at jmartins@conservemc.org INSURANCE

TLC will have insurance for the artwork while it is held at the TLC office.

COPYRIGHTS

Artists are responsible for understanding and following any copyright laws and international trade laws that may apply to their work. The Land Conservancy of McHenry County assumes no responsibility for checking copyright permission.

Thank you again for your interest. We look forward to working with you. Please keep a copy of these guidelines for your reference. **Deadlines and guidelines will be strictly enforced for all participating artists.**

The Land Conservancy of McHenry County

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