



Milwaukee County War Memorial, Inc.
 Charles Allis Art Museum
 1801 N. Prospect Ave.
 Milwaukee, WI 53202

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FORWARD: A SURVEY OF WISCONSIN ART NOW 2012

CHARLES ALLIS ART MUSEUM is a historic, Tudor-style mansion designed by the prominent Milwaukee architect Alexander Eschweiler. The house was commissioned in 1909 to showcase Charles and Sarah Allis' extensive collection of paintings, sculpture and decorative objects from around the world. Sarah Allis generously bequeathed the home and collection to the Milwaukee community in 1945 in order to "delight, inspire and educate."

Today, the Charles Allis is a vibrant urban center that still houses the original Allis collection and works to strengthen and support the Milwaukee community by elevating the visibility and prestige of Wisconsin's art and artists through changing exhibitions. Located in Milwaukee's East Side, just north of Brady Street, the Charles Allis attracts visitors through outreach, education and exhibitions of Wisconsin art.

THE JUROR

Lena Vigna is the Curator of Exhibitions at the Racine Art Museum

ELIGIBILITY This exhibition is open to all artists who are currently residents of Wisconsin. Art must be original, have been completed within the last two years, and never have been on exhibit at the Charles Allis Art Museum. Board members and employees of the Charles Allis/Villa Terrace Art Museums are not eligible to enter this exhibition.

AWARDS

\$3000 TOTAL

\$1000 Grand Prize

Grand prize is generously provided by Friends of Charles Allis

\$600 (2) Awards for Excellence

\$400 (1) Margaret Rahill Memorial Award

\$200 (1) Honorable Mention Award

\$100 (1) Director's Choice Award

\$100 (1) Viewer's Choice Award

PROSPECTUS

The **CHARLES ALLIS ART MUSEUM** is open Wednesday—Sunday, 1p.m.-5 p.m. Admission: \$5 for adults, \$3 for seniors/veterans/students with ID, Free for active military and children 12 and under. For more information, please call 414-278-8295.

CALENDAR

Exhibition Dates:

March 2 - June 3, 2012

Works juried and Awards selected:

February 1-3, 2012

Notification of Acceptance:

(by phone/email DO NOT CALL)

Week of February 6, 2012

Notification of Non-acceptance:

(by mail only) Week of February 6, 2012

Delivery of Accepted Work

February 15-19, 1:00-5:00 p.m.

Opening Reception with Awards Ceremony:

Friday, March 2, 5:30-8:30 p.m.

All entrants will receive a complimentary ticket to the Opening Reception.

Panel Discussion:

Time and panelists TBA.

Gallery Night Reception:

Friday, April 20, 2012. FREE.

Close of Exhibition:

Sunday, June 3, 2012

Pick up Exhibited Work:

Saturday, June 9, 2012 1-5 p.m.

Sunday, June 10, 2012 1-5 p.m.

In special circumstances pick-up may be arranged by appointment. A \$5.00 a day storage charge will be enforced for artwork not picked up by January 24 with no other arrangements made.

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RULES OF ENTRY

NEW THIS YEAR: ONLINE SUBMISSION!

Only online submissions will be considered for FORWARD 2012.

Pieces dropped off at the Charles Allis Art Museum will not be considered or accepted.

Please visit www.charlesallis.org and follow the FORWARD 2012 link for full

instructions to submit your work between Monday, January 2- Tuesday January 31, 2012.

GENERAL REQUIREMENTS

Up to two works of art may be submitted per artist.

No handicrafts, functional art, video, film, or installation.

3-D work is permitted if it is within the dimensions of 24"x24"x12".

Sculptural relief is permitted as long as it does not exceed 18" in depth.

Entry by artist signifies agreement to all rules, regulations and requirements

ENTRY FEES

\$25.00 for up to two entries (made at the same time online). Payment through PayPal.

INSURANCE

The Charles Allis carries insurance for loss or damage to artwork while on exhibit.

Every precaution will be taken for the safety of the work.

Artists can provide their own coverage as well.

EXHIBITION REQUIREMENTS

1. All two-dimensional work must be framed, with some exceptions: Unframed stretched canvas may be accepted if the sides are painted and no staples are visible. (Fully wrapped canvas only.)
2. No two-dimensional work shall exceed 48" vertical and 48" horizontal overall (multi-part must include spacing) including frame, nor shall weigh more than 50 lbs. per unit. No three-dimensional works shall exceed 24" x 24" x 12".
3. All hanging works must have picture wire attached securely for hanging. Wire must be attached to the vertical edges at a point 1/5th of the vertical measurement.
4. All works on paper or fragile surfaces must be under protective Plexiglass or glass.
5. Only one multi-part work (i.e., diptych, triptych) per entry.
6. The artwork may be declined at the juror's discretion.
7. No shipped works will be considered or accepted.

Once submitted, the Charles Allis Art Museum may decline any work for any reason. No phone calls regarding decisions, please.

UNACCEPTABLE and will be disqualified:

Wet and/or uncured paintings, electrical works, works needing special hooks or any work considered unsafe. *NO SPECIAL HANDLING OR SPECIAL INSTALLATIONS.* Work deemed too fragile, delicate, or failing to meet other requirements will not be accepted.

SALES

Artwork may be for sale. If you wish to make work available for purchase, the Museum will receive a 30% commission from any sales made during the run of the exhibition.

The Museum does not print prices on exhibition labels, but price-lists will be made available to Museum visitors. Once stated, neither the price nor title of the work shall be changed. *Direct questions to: Mariba Monroe, 414-278-8295.*

ONLINE ENTRY INSTRUCTIONS

This year the Charles Allis Art Museum will only accept online entries for FORWARD 2012. After you have reviewed the eligibility requirements, calendar, and Rules of Entry on pages one and two of this prospectus, go to our website at www.charlesallis.org and click on the FORWARD 2012 link to begin the entry process. From this page you will be able to view an electronic version of the prospectus and enter your work. Entries will be accepted online from January 2, 2012 through January 31, 2012.

ADDITIONAL INFORMATION:

Mailing Address:

Charles Allis Art Museum
1801 North Prospect Ave.
Milwaukee, Wisconsin 53202-1933

Tel: (414) 278-8295

website: www.charlesallis.org

Open Wednesday through Sunday from 1p.m. - 5p.m.

YOU WILL NEED THE FOLLOWING TO ENTER:

Title, medium, and dimensions of work.

Up to two high-resolution digital images per work entered. Acceptable digital formats are jpeg, gif, or png files with a minimum 700 pixel width.

PayPal account (You can create an account through the entry process or online at www.paypal.com)

FREQUENTLY ASKED QUESTIONS:

How much does it cost to enter? Each entry is \$25.00.

How many works can I submit? Unlimited. Artists can submit up to two (2) separate works per one (1) paid entry fee (or one (1) Diptych or Triptych).

How many photos of my work can I upload? Two photos per work, four total for one entry.

How do I pay my entry fee online? Payment is made at the time of entry using PayPal.

What if I don't have a PayPal account? Only payments made through a PayPal account will be accepted. You can create a new PayPal account through the entry process or by going directly to PayPal at www.paypal.com. A credit card or debit card is required to open a PayPal account.

How long does the online entry process take? Between fifteen and twenty minutes.

How can I get more information on the entry process? A video tutorial is available at our FORWARD 2012 webpage accessed at www.charlesallis.com

How do I know my entry was received? Entries are activated once payment has been received.

Are my entries confidential? Entries that are not selected for the FORWARD 2012 exhibition will remain confidential. Text and photos submitted through the entry process for accepted works are subject to use by the Charles Allis Art Museum per the terms of use outlined below.

ENTRY CONTENT AND IMAGE TERMS OF USE FOR ACCEPTED WORKS:

By uploading content such as photograph image files and text, the entrant agrees to give the Charles Allis Art Museum and its agents non-exclusive royalty-free rights to use the content for any purpose including publication, marketing, advertising, display, modification, and creation of derivative works. The Charles Allis Art Museum and its agents have the right to license any content for up to one year from the time of submission by the entrant.

