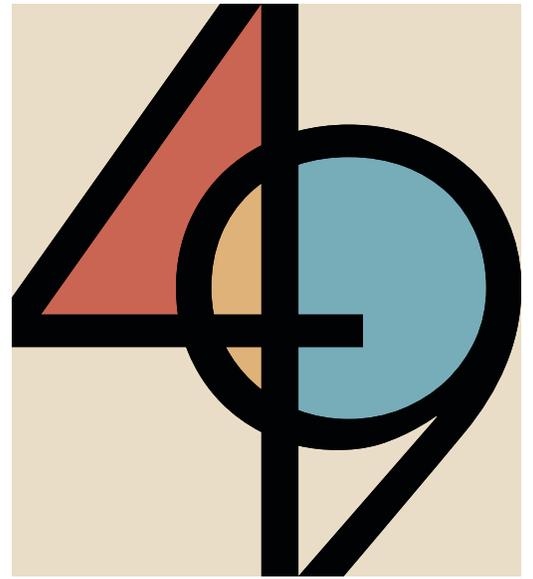


BRAND 49

Annual National Juried Exhibition of Works on Paper

September 11 – October 30, 2021



Brand Library & Art Center in Glendale, California announces its 49th Annual National Juried Exhibition of Works on Paper. Cash awards total over \$4,000 including a Juror's Award. All accepted artworks will be included in a show at the Brand Gallery or as part of a virtual show (depending on pandemic restrictions) and in both printed and online exhibition catalogs. We recognize the toll that the last year has taken on artists around the country and know that artists now more than ever want an opportunity for their work to be seen and celebrated. This year we are removing financial barriers to Brand 49 with entrance fees that are greatly reduced and, if necessary, waived completely.

Brand 49 welcomes Marvella Muro, Director of Artistic Programs and Education at Self Help Graphics and Art (SHG) in Los Angeles, as this year's juror. From its inception in 1973, Self Help Graphics (a 501(c)3 non-profit) has been nationally known for functioning at the intersection of the arts and social justice. Providing a home that fosters the creativity and development of local artists, it is the pre-eminent center for Latinx printmaking and a resource for young and emerging artists. Muro oversees and implements exhibitions at SHG and since 2019 has been overseeing the Artist Lab and Artist in Residence programs with specific interest in creating multidisciplinary approaches and community engagement. Prior to joining SHG, Muro was the Community Engagement Manager at the Los Angeles County Museum of Art (LACMA), developing and executing art programs with community partners and artists in Compton, North Hollywood, and East Los Angeles. She also functioned as a curatorial assistant at LACMA and as Executive Assistant and project manager at USC Pacific Asia Museum in Pasadena. Muro has a B.A. in Art History from Cal State University, Fullerton, and an M.A. in Arts Management from Goucher College in Maryland,

Brand 49 is organized by the Associates of Brand Library & Art Center, an all-volunteer non-profit that raises funds to support the extensive free and public events offered at Brand including gallery exhibitions, classical and popular music performances, film screenings, dance performances, and activities for people of all ages. Entry fees and a small percentage from the sale of artworks from Brand 49 will be used to continue the important cultural programming that Brand Library & Art Center brings to the community.

Entry Deadline: May 23, 2021

All submissions must be made via CaFE (callforentry.org), a widely utilized online submission service that connects artists to exhibition opportunities. To submit, artists must create a free CaFE profile and upload images and information about the work(s) they wish to submit to the Brand 49 Annual National Juried Exhibition of Works on Paper call. Help for artists new to CaFE is available on the website: callforentry.org/cafehlp.phtml.

Requirements: Media: Any artwork on or of paper, including collages, drawings, paintings, photography, prints, and 3-dimensional works. Paper must be a visible component of the artwork. Images: Minimum: 1, Maximum: 3. Applications will include a first-person artist's statement.

Fees: Entry fee is \$10 plus \$10 for each additional entry. The total for one is \$10, total for two is \$20, and the total for three is \$30. No more than three artworks may be submitted.

NOTE: For any artist unable to afford the application fee, a waiver of all fees may be obtained by entering this code - brand49 - when going through the check-out section of their CaFE application.

Eligibility: Participation is open to artists residing in the United States. Entries must be original artwork created no earlier than 2018 and not previously exhibited at Brand Library & Art Center. Any artwork misrepresented by the images submitted may be rejected. The Brand Associates and Juror reserve the right to decline any artwork deemed unacceptable. No refunds will be given if entries do not meet the requirements or eligibility criteria noted above and will be excluded from the jury pool. Accepted artworks may not be removed or substituted before the close of the exhibition; artwork must be available between August 22 and October 30, 2021.

Important Dates for Brand 49:

April 1	Call for Entries Opens
May 23	Deadline for CaFE Submissions (NOTE: the deadline is 11:59 pm Mountain Time)
June 22-25	Notification of Acceptance
July 30-August 15	Shipped Artwork must arrive at Brand Library & Art Center between these dates
August 22	Hand Delivered Artwork Due (9:00 am to 12:00 pm)
September 11	Exhibition Opens, Opening Reception and Announcement of Awards
October 30	Exhibition Closes
October 31	Pick-up of Hand Delivered Artwork (9:00 am to 12:00 pm)
November 23	Shipped Artwork Returned by this Date

No exceptions will be made to any of the above dates.

Callforentry.org (CaFE) Media Requirements:

Before uploading images of artwork to their CaFE profile, artists should review the media preparation instructions provided on the CaFE website: www.callforentry.org/image_prep.phtml. Frames and mats should not be visible in the submitted image(s).

Important Information For Accepted Artwork:

Presentation: Framed artwork should be professionally prepared for hanging and exhibition. All artwork will be handled and hung following professional gallery protocols. Unframed artwork is accepted however artists submitting unframed work assume the inherent risk that the exposed surface may accidentally be damaged during the run of the exhibition.

Delivery And Return: Accepted artworks must be hand-delivered or shipped to Brand Library & Art Center according to the schedule in this call. Shipped artworks will be returned within three weeks after the close of the exhibition in the same packaging in which they were received. A prepaid return shipping label (UPS or Fed Ex, not United States Postal Service-USPS) must be included. Additional instructions for shipped artworks will be detailed in acceptance letters.

Sales: Unless specified "NFS," all artworks will be offered for sale. If a price is not indicated on the entry form, the piece will be considered NFS. The Brand Associates take a 25% commission on sales. Payment to artists will be mailed within three weeks after the close of the exhibition. Prices provided on the entry form are final and may not be changed.

Catalog: A catalog of the exhibition will be available for purchase and accessible online.

Questions? Contact Debra Thompson, Brand 49 Exhibition Chair: debra@associatesofbrand.org

