

Beyond Language / Innovative Typography - CALL FOR ENTRIES / PROSPECTUS

Asheville BookWorks Gallery is seeking work for an upcoming show of prints with the theme, *Beyond Language*.

It is only natural that after all of these years printmaking still carries the torch for its greatest partner and eternal love - Letters. A letter can, with ease, deliver to us striking form, content, and even context; usually these fine things are strung tightly with an understanding and usage of language. Within the bounds of art and design this need not be the only use for these uniquely versatile characters in the world of mark making. *Beyond Language* is to be an exhibition of printed works that find themselves made using these building blocks of communication, all of them structured deliberately not to be read as text, but rather understood as compositions.

Exhibition Dates: March 6 – May 5, 2012

Juror: Bryan Baker. Stukenborg Press, Bryan Christopher Baker's letterpress studio, has spent the last year exploring the astronomical number of variations possible while utilizing a limited set of variables; six-sided dice. After years of printing with traditional hand-set type, he has begun a series of limited edition prints that are composed and printed solely from dice. Each composition is arranged on the bed of an antique printing press, and inked impressions are pulled directly off the face of the array. These prints touch on notions of order, disorder, fate, and chance; but, also can bring to mind cellular structures, and systems of computation. From within Bryan's "fields of situations" patterns emerge that shift between textile design and depictions of microscopic forces.

Bryan spent the last three years in Brooklyn, NY where he split his time between teaching printmaking around the city and working in his studio. His studio practice as a printmaker had a chance to develop under a very unique canopy, after graduate school he became a full-time designer and printer at Yee-Haw Industries, 2002-2008. There he made custom hand-printed letterpress ephemera for record labels, music venues, museums, and more. Through the years he spent at Yee-Haw two bodies of work took shape; one out of the purely functional side of print, and another which has much less to do with practical applications and is more concerned with cognition and experience. These two modes and manners of approach now often overlap and influence Bryan's current work.

A recent move finds Stukenborg Press setting up a letterpress facility in Detroit. This new location will function as both a studio for Bryan's ongoing projects, and a printshop that is accessible to the local community. stukenborgpress.com

Location. Asheville BookWorks Gallery, 428 ½ Haywood Road, West Asheville, NC. BookWorks is a community resource for print and book arts located in West Asheville, North Carolina. Asheville BookWorks is a gathering place for individuals with an interest in artists' books, handmade books, papermaking, printmaking and letterpress. We are pleased to provide space, equipment and technical support for artistic exploration, collaboration and the sharing of knowledge.

Eligibility. All work should be original print media, printed by hand, including but not limited to letterpress, screen printing, intaglio, solar plate, relief print processes.

No direct hand-lettering, calligraphy or digital prints. All work should be current, made within the past two years.

Entry Requirements. Artists may submit up to three entries. Digital images must be received no later than February 16, 2012. Artists accepted for the exhibition will be notified via email by February 23, 2012. The gallery reserves the right to decline any accepted artwork upon delivery if the condition or quality are other than represented in the electronic entry.

To Submit. Artists may enter up to three (3) total works. Each artwork may be represented by up to three (3) separate images showing details or alternate views of the work. Works should be submitted using the format below for preliminary judging.

Entries are due Thursday, February 16, 2012.

Digital images must be in **jpeg** format only at a minimum of 300 dpi and may be sent on a CD, DVD, or thumb drive with each entry and detail image as a separate file.

File names should identify the individual works by corresponding to the entry number, title of the work, and artist last name. (Ex: 1-Pangram-Corral; 2-Octopus-Corral)

Artists wishing to have their submission materials returned after judging must supply an appropriately sized SASE to accommodate the materials. Images of accepted works will be retained for our archives and publicity purposes. Notification of acceptance will be e-mailed on February 23, 2012.

Along with the images, please mail a printed copy of the entry form posted below. Include a .doc file on your CD, DVD, or thumb drive including your artist bio, descriptions of print work, including materials, process and techniques.

Fee. A \$20 non-refundable entry fee covers up to three works. Mail CD and other entry requirements to \$20 non-refundable fee with submission form to Asheville BookWorks.

Checks may be made payable to Asheville BookWorks, and should accompany CD and entry form. Please don't send cash. You can also use PayPal (send to info@ashevillebookworks.com) or cc by phone 828-255-8444.

Delivery and Return of Artwork. All artwork accepted into this show must arrive, at Asheville BookWorks by March 1, 2012.

Please send print works flat, unrolled, and unframed. Unframed prints will be hung with light pressure clips outside the image area. If special instructions are necessary for hanging, please send instructions with work.

Artists are responsible for paying shipping costs, including insurance, with the carrier of their choice, to and from Asheville BookWorks. Re-usable packing materials will be retained by BookWorks for return shipping. BookWorks will not be responsible for damage due to incorrect packing materials or insufficient container when shipping artwork as it was originally shipped. Please provide a pre-paid shipping label for return of artwork. Please do NOT send cash for payment of return postage.

Liability and Responsibility. Asheville BookWorks will take every precaution in handling artwork. BookWorks carries no insurance for artwork submitted for exhibits, neither while on display nor in transit to and from BookWorks. Submission of work and signature on the entry form constitutes an agreement on the part of the artist to conditions set forth in this prospectus. The acceptance of an entry in the exhibition shall further include permission to photograph work and / or use images for publicity and educational purposes.

CALENDAR

February 16, 2012 - Deadline for digital submissions

February 23, 2012 - Announcement of accepted entries

March 1, 2012 - Artwork due at gallery

March 6, 2012 - Exhibition opens, Reception at BookWorks, 6 - 8 PM

May 5, 2012 - Exhibition closes and unsold artwork will be returned or held for pickup

Contact/mail to:

Asheville BookWorks
428 1/2 Haywood Road
Asheville, NC, 28806

Phone: 828-255-8444

Email: gallery@ashevillebookworks.com

Website: www.ashevillebookworks.com

BookWorks Gallery Hours: Monday – Friday 1 – 5 PM and Saturdays 1 – 4 PM

Innovative Typography - Entry Form

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Name: _____

Email: _____

Website: _____

Address:

City: _____ State: _____ Zip: _____

Country: _____ Phone: _____

Entry ONE

Title:

Dimensions (hwx): _____

Year of completion: _____

Insurance Value: _____

Is the work for sale? Yes No Retail price: _____

Entry TWO

Title:

Dimensions (hwx): _____

Year of completion: _____

Insurance Value: _____

Is the work for sale? Yes No Retail price: _____

Entry THREE

Title:

Dimensions (hwx): _____

Year of completion: _____

Insurance Value: _____
Is the work for sale? Yes No Retail price: _____

IMPORTANT - Please read and check each bullet and sign below:

*Do not send the original works under consideration, until notified of acceptance.

*Enclose a \$20 fee with CD of images and .doc file.

*Images files, jpeg format, should be approx. 4 x 6 and no less than 300dpi.

*BookWorks Gallery will receive a 40% commission of works sold.

*All entries may be used for promotional purposes on-line and in press releases; artists will be credited for their work, if a photo credit is to be given, please specify.

*How would you like your work to be returned? check one option...

_____ Please return my work by mail

_____ I will pick up my work

*If work is to be returned by mail, include return postage and a return mailing label. BookWorks will make every effort to see that all works on display are safe and handled with care. Please include insurance value for your work if not for sale.

*I agree to these conditions, and the conditions stated in the prospectus:

Signed _____ Date _____

Submit entry form with \$20 fee to:

Attn: Beyond Language / Innovative Typography
Asheville BookWorks Gallery
428 ½ Haywood Road
Asheville, NC 28806

Office use only:

Images received

Fee received: Paypal, credit card or check

Work accepted? Y N If yes – entry #s _____

Email notification sent

Artwork returned: mailed out will pick up

Notes: