



WISCONSIN  
**Visual Artists**



**Southeast Chapter Members Exhibition**  
**Alverno College | 3400 43<sup>rd</sup> Street | Milwaukee, WI 53234**

**IMPORTANT DATES**

Dates: February 2 – March 8, 2024

Opening Reception: Friday, February 9, 2024, 4:30 – 7:30 PM – ARTISTS TALK 5:30 PM

Applications Open: Monday, October 16, 2023, 9:00 AM

Application Deadline: Friday, December 1, 2023, 11:59 AM

Confirmation Date: Wednesday, December 6, 2023

Drop Off at Alverno: Friday, January 26 and Saturday, January 27 from 10 AM – 4 PM

Pick up from Alverno: Saturday, March 9, 10 AM – 4 PM, Sunday, March 10, 10 AM – 2 PM

## THEME

*Landscapes have been a staple of the art world for centuries. Often depicting lush green pastures usually with a cow or two, or inviting mountains with birds soaring, or both with a sapphire-blue river flowing lazily through to some distanced place of tranquility.*

*Here you can create your landscape that illustrates your world. Is that world one of peace or chaos, one of rich lush colors or dark foreboding tones? Is that world one of the open skies and fields of flowers or the grittiness of the urban jungle? Is that world one that is in your mind and all its complexity or is it the view of a child and all its simplicity? Is that world abstract or detailed reality?*

*Take some time to reflect and create the Modern Landscape of you.*

## ENTRY FEES

Fees: \$15. Artists may enter two (2) pieces, ranked 1<sup>st</sup> and 2<sup>nd</sup>

This exhibition will not be juried, it is first come, first accepted. We have agreed on a minimum of 40 pieces of art for this show, we will accept up to 48 pieces. If 40 pieces are not entered as the 1<sup>st</sup> choice, we will conduct a lottery of the 2<sup>nd</sup> choice pieces until we have 48 pieces.

*The Exhibition Team reserves the right to not accept artwork that is not properly entered or deemed inappropriate. Work must be appropriate for public viewing and must be family friendly.*

## ELIGIBILITY

This exhibition is open to current members of the Southeast Chapter of Wisconsin Visual Artists. Your membership must active through March 31<sup>st</sup>, 2024 at the time of application. When you renew your membership early and a full year is added to your membership.

## ARTWORK GUIDELINES

- Artists may submit up to two (2) images to be included in the show
- Must be original work related to the theme of the show
- No reproductions of artwork will be accepted
- All work must be 2D or 3D
- All work must be wired for hanging, ***no sawtooth hangers will be accepted***
- Artwork must be at least 12 inches on the short side and no more than 36" on the long side

## **SUBMITTING IMAGE FILES**

### **Size of File**

- Minimum 1800 pixels on the longest side
- Minimum file size is 1MB
- Maximum file size is 5MB

Images should not include the mat of frame unless they are integral to or part of the artwork.  
**Blurry images or images with poor lighting or reflections will not be accepted.**

### **File Naming**

Images MUST use the following naming convention: **LastNameFirstInitial\_Title**

For example, John Smith's artwork titled *My Painting* will be named **SmithJ\_MyPainting.jpg**

Do not use spaces or special characters other than an underscore between your name and title.

If the artwork title or artist's name has special characters, leave them out.

Upper/lower case does not matter.

Acceptable file formats are .jpg, .jpeg, .tiff, or .png.

## **DELIVERY**

Delivery at Venue – work may be dropped off Friday, January 26 or Saturday, January 27  
between 10 AM and 4 PM at

**Alverno College  
3400 43<sup>rd</sup> Street  
Milwaukee, WI 53234**

## **COMMITMENT TO EXHIBIT**

By accepting entry into The Modern Landscape Exhibition, artists commit to exhibit their work for the duration of the exhibit. Any alteration of the artwork causing substantial deviance from the entered image may disqualify the artwork from the exhibit at the sole discretion of the WVA/SE Chapter Exhibition Team.

## **IMAGE USE**

By entering work in this exhibition, the artist gives WVA and Alverno College the right to use images for digital and print promotional purposes.

## **COMMUNICATION**

All application questions should be addressed to: [SEChapter@wisconsinvisualartists.org](mailto:SEChapter@wisconsinvisualartists.org).

## **SALE OF ARTWORK**

WVA Chapter and Alverno College will make every effort to encourage sale of work available for purchase. In the event of a sale, Alverno College does not will retain a commission.

If a potential customer is interested in a piece, the Gallery will collect their contact information and forward it to the artist to facilitate a direct sale.

#### **LIABILITY**

Wisconsin Visual Artists is not liable for damage to artwork in transit or during the exhibit. Alverno College is not liable for damage to artwork in transit, but appropriate insurance is provided during the exhibit.

***Wisconsin Visual Artists is a nonprofit 501(c)(3) membership-based organization of visual artists working in all media and styles. All visual artists living in Wisconsin may become WVA members. Full history, information, and benefits are listed [online](#).***