CALL FOR ARTISTS:
COLOR EXPLOSION & POP ART | EXHIBITION 2019

Pop art started with the New York artists Andy Warhol, Roy Lichtenstein, James Rosenquist, and Claes Oldenburg, all of whom drew on popular imagery and were actually part of an international phenomenon. Following the popularity of the Abstract Expressionists, Pop's reintroduction of identifiable imagery (drawn from mass media and popular culture) was a major shift for the direction of modernism. The subject matter became far from traditional "high art" themes of morality, mythology, and classic history; rather, **Pop artists celebrated commonplace objects and people of everyday life, in this way seeking to elevate popular culture to the level of fine art.** Perhaps owing to the incorporation of commercial images, Pop art has become one of the most recognizable styles of modern art.

POP ART KEY IDEAS

BLURRED BOUNDARIES, "HIGH" ART / "LOW" CULTURE
By creating paintings or sculptures of mass culture objects and media stars, the Pop art movement aimed to blur the boundaries between "high" art and "low" culture. The concept that there is no hierarchy of culture and that art may borrow from any source has been one of the most influential characteristics of Pop art.

EVERYTHING IS INTERCONNECTED
It could be argued that the Abstract Expressionists searched for trauma in the soul, while Pop artists searched for traces of the same trauma in the mediated world of advertising, cartoons, and popular imagery at large. But it is perhaps more precise to say that Pop artists were the first to recognize that there is no unmediated access to anything, be it the soul, the natural world, or the built environment. Pop artists believed everything is inter-connected, and therefore sought to make those connections literal in their artwork.

"COOLLY" AMBIVALENT
Although Pop art encompasses a wide variety of work with very different attitudes and postures, much of it is somewhat emotionally removed. In contrast to the "hot" expression of the gestural abstraction that preceded it, Pop art is generally "coolly" ambivalent. Whether this suggests an acceptance of the popular world or a shocked withdrawal, has been the subject of much debate.

ART'S PLACE AS A COMMODITY
Pop artists seemingly embraced the post-WWII manufacturing and media boom. Some critics have cited the Pop art choice of imagery as an enthusiastic endorsement of the capitalist market and the goods it circulated, while others have noted an element of cultural critique in the Pop artists' elevation of the everyday to high art: tying the commodity status of the goods represented to the status of the art object itself, emphasizing art's place as, at base, a commodity.

VISUAL VOCABULARY OF MASS CULTURE
The majority of Pop artists began their careers in commercial art: Andy Warhol was a highly successful magazine illustrator and graphic designer; Ed Ruscha was also a graphic designer, and James Rosenquist started his career as a billboard painter. Their background in the commercial art world trained them in the visual vocabulary of mass culture as well as the techniques to seamlessly merge the realms of high art and popular culture.

**POP ART:
8 ARTISTS EVERY
ARTIST SHOULD
KNOW:**

Keith Haring
Claes Oldenburg &
Coosje van Bruggen
Robert Raucshenberg
Richard Hamilton
Roy Lichtenstein
Peter Blake
Andy Warhol
David Hockney

*Reference: The Art Story |
http://www.theartstory.org/mov
ement-pop-art.htm
Resources:
https://www.creativebloq.com/ar
t/pop-art-8133921*

[ARTIST'S INITIALS]_____

ART Gallery
ART Gifts
ART Studios
ART Center

247 Market Street, Lockport, NY 14094 | 716-404-9884
www.theART247.com | info@theART247.com

Artists, Photographers, Comic Book Artists, and Sculptures are asked to explore the Pop Art style and create an original Pop Art work/s and/or Color Explosion work/s of their own.

Entry Procedure:

Entry forms with samples/copies of work are preferred to be submitted in digital format to **Gallery@theART247.com**, however hard copy 4x6 photographs of the entries are also acceptable. You may submit up to four entries. Entries should include two dimensional and/or three dimensional work (Sculpture, Painting, Colored Illustration, Photography, Multimedia, Finished Storyboards etc.,) in the Pop art style. All entries must be original to the submitting artist. Work must be professionally mounted and framed. Fees: The **fee for entry is $35.00** to be submitted with your entry form. Checks should be made out to ART247, LLC. Drop off entry forms to **ART247, 247 Market Street Lockport, New York 14094**.

Presentation Instructions:

Illustrations, Storyboards, and Photography must be matted and framed. Mats must be black, white or gray tone. Plexiglass is required for artwork 18" x 24" or larger. Frame color is restricted to black, white, gray or silver. No uniframes that leave the edges of the glass exposed will be accepted. Oils and acrylics must be framed or have the edges of the canvas neatly finished. All two dimensional work must have screw eyes and wire in place ready for hanging. No saw tooth or plastic clips will be accepted. All 3 dimensional work and sculptures must be able to stand unassisted on a flat surface or pedestal.

Judging and Awards:

The entries will be juried by a committee selected by ART247. Viewers Choice Awards will be chosen at the opening reception: First Place $50   Second Place $25   Third Place $15.

Sales:

Exhibited art work must be for sale and will be sold at the price indicated on the original entry form. A 30% commission will be taken by ART247. Payment to the artist will be made no later than thirty days after the close of the exhibition.

Liability:

Greatest possible care will be taken of all submitted work, however ART247, LLC, nor its employees or volunteers may be held responsible for damage or loss of any piece submitted. Submitting work denotes acceptance of this fact.

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Publicity.

Calendar listings, press releases, and Social Media notices will be provided by ART247. We encourage all those who wish to further promote their participation in the show to please do. Artist agrees to allow partial or obscured (not full image) reproductions of accepted exhibit artwork by ART247, LLC and rights to use of partial reproductions and/or watermarked images explicitly restricted to gallery exhibit publicity, press releases, and future gallery/exhibit promotion. No other rights to use implied. All submitted work remains copyrighted by the original Artist. Submitting work denotes acceptance of this agreement.

COLOR EXPLOSION & POP ART | EXHIBITION 2019, Calendar Dates

Entries due	Between March 14 - 17 **ONLY**
Notification of Inclusion given	by March 20, 2019
Drop off	March 21 - 24, 2019 11am - 4pm
Exhibition Opens	**March 30, 2019**
Opening Exhibition Reception	**March 30, 2019 1pm - 4pm**
Viewer's Choice awards will be announced during the event.	
Exhibition closes	**April 20, 2019**
Pick up date	May 4 - 5, 2019 11pm - 4pm

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ENTRY FORM

(Submit completed entry packet to ART247 247 Market St, Lockport NY 14094 with your Entry Form, Artist Bio, digital images or photos of the work, and your check made out to ART247, LLC)

Name_____ **Phone**_____

Address_____

_____

E-Mail_____

Facebook _____*OPTIONAL*_____   Instagram _____*OPTIONAL*_____

Twitter _@_____*OPTIONAL*_____   Website _____*OPTIONAL*_____

Entry Images: *(Check One)*   ☐ **Hard Copy Photos Attached**   ☐ **Digital Images Emailed**

Entry 1 Title_____

 Medium_____Size_____Price_____

Entry 1 Title_____

 Medium_____Size_____Price_____

Entry 1 Title_____

 Medium_____Size_____Price_____

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ARTIST BIO

(Submit completed entry packet to ART247 247 Market St, Lockport NY 14094 with your Entry Form, Artist Bio, digital images or photos of the work, and your check made out to ART247, LLC)

Name_____

Artist Bio: *[MANDATORY FOR EVERY EXHIBIT SHOW]*_____

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Entry Form & Artist Bio - By signing below you agree to the terms & conditions for submission into the POP ART | Exhibition 2019

Signature_____**Date**_____ _____

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IDENTIFICATION FORM

(Separate the three forms below and attach one to the back of each accepted artwork.)

<<--- <cut >--->>

Name_____Phone_____

E-Mail_____

Entry 1 Title_____

Medium_____Size_____Price_____

<<--- <cut >--->>

Name_____Phone_____

E-Mail_____

Entry 1 Title_____

Medium_____Size_____Price_____

<<--- <cut >--->>

Name_____Phone_____

E-Mail_____

Entry 1 Title_____

Medium_____Size_____Price_____

[ARTIST'S INITIALS]_____