

2022 Annual Art Acquisition Program & Salon

Application Instructions

Each year, guided by the resident-based Strathcona County Art Advisory Committee, Gallery@501 hosts an un-juried art exhibition known as “The Salon”. From this exhibition, a jury of practicing artists and County residents recommend artworks to join the County’s permanent art collection. All artists with a significant connection to Strathcona County are encouraged to participate.

Strathcona County is committed to equity in the arts. With the intention of building a permanent art collection that is representative of our diverse community, the Strathcona County Public Art team and the Art Collection Advisory Committee is committed to addressing bias and improving diversity within our collection efforts. We especially encourage and welcome submissions from artists who identify as Indigenous, Black, People of Colour, 2SLGBTQ+, gender non-binary, having disabilities, or representing one or more of the diverse communities with which the County engages. We recognize there may be barriers for some when applying. If you require accommodations please contact the Public Art team.

Contact us

Direct questions, concerns, or requests for help with your application to Strathcona County Public Art:

Susie Winters, Assistant Curator
artacquisition@strathcona.ca or
susie.winters@strathcona.ca
780-242-3227

Susan Pointe, Curator
Susan.pointe@strathcona.ca
587-335-4105

Stay connected with Gallery@501

[Sign up for the Gallery@501 E-newsletter](#) for artists’ calls, exhibition opportunities, and Gallery@501 programs.

Key dates

Application Deadlines:

Artists living outside of Strathcona County – **Thursday April 14**, 2022, 11:59 p.m.

Artists living in Strathcona County – **Friday April 29**, 2022, 11:59 p.m.

Artists’ Reception: Thursday, June 16, 2022, 7 p.m.

Exhibition Opening & Closing: May 14 to June 24, 2022

In this document

How to participate	3
Who can participate?	3
Artists living outside of Strathcona County.....	3
Eligible artwork	4
Artwork requirements	4
Digital, new media, and interactive artworks.....	4
Ineligible artwork.....	5
Preparing your artwork for exhibition.....	5
Artwork sales	5
Artwork donations	6
What if my artwork is selected for acquisition?	6

Territorial land acknowledgement

Strathcona County honours the past, present and future First Peoples of this land. We acknowledge that this land has embraced and nourished the Cree, Métis, Blackfoot, amongst many others, for generations. We recognize Strathcona County is within Treaty Six Territory and the homeland of the Métis Nation of Alberta, Regions Two and Four.

Strathcona County has an inherent responsibility to foster healthier relationships with Indigenous Partners. We will strive to respond to the Calls to Action as outlined by the Truth and Reconciliation Commission.

The County recognizes the importance of allying with the First Peoples and taking steps to foster respectful relationships. As such, we will demonstrate *manacitôwin*, the Cree word meaning respect for each other.

How to participate

1. Review these guidelines.
2. Apply online or by email. Access the application form at www.strathcona.ca/artacquisition ***NEW**
 Deadline for Artists who live **outside** of Strathcona County: **April 14, 2022, 11:59 p.m.**
 Deadline for Artists living **in** Strathcona County: **April 29, 2022, 11:59 p.m.**
3. Drop off your artwork to Gallery@501 during one of drop off times, or arrange for shipping:

Gallery@501

501 Festival Ave #120
 Sherwood Park, AB
 T8A 4X3

Artwork Drop-off Dates:

Thursday, May 5, 3 to 7 p.m.
 Friday, May 6, 3 to 7 p.m.
 Saturday, May 7, 12 to 4 p.m.

Upon artwork drop off, a staff member will verify your application. Artists will sign an artwork loan agreement and receive a copy.

As per Strathcona County bylaws, masks are required in all indoor settings except for those under the age of 2. Do not come to Gallery@501 if you have any symptoms of COVID-19. If you are experiencing symptoms, please have a representative drop your artwork off on your behalf.

Who can participate?

- Artists residing within the [municipal boundaries of Strathcona County](#)
- Artists living in Canada with a significant connection to Strathcona County (see below)
- Artists who are 18 years of age or older.

Note: Artists whose work was selected for County purchase in 2021 may participate in the Salon Exhibition but their artwork will not be eligible for purchase until 2023.

Artists living outside of Strathcona County

Artists who do not live in Strathcona County but have a significant connection to the area are welcome to apply. These participants will provide a brief description of their relationship to the area within their application.

The Art Collection Advisory Committee will review and evaluate responses with equal consideration given to:

- The overall impact of your contributions to Strathcona County:
 - Have you ever worked or volunteered in Strathcona County? If so, for how many years?
 - Have you made any artistic contributions to Strathcona County?
 - Have you exhibited your artwork in Strathcona County?
 - Does your artistic practice have a considerable focus on Strathcona County?
- The significance Strathcona County holds for you personally:

- o Have you ever lived in Strathcona County? If so, how many years?
- o Are you an active member of a community or faith-based organization in Strathcona County?
- o Are you an Indigenous artist whose homelands overlaps with Strathcona County?
- o Are you an Indigenous artist with ancestral, traditional, or ceremonial ties to the area?

Applications from artists living outside of Strathcona County are due **April 14, 2022, 11:59 p.m.** These artists will be notified of the Committee's decision by April 20, 2022.

Artists are encouraged to contact the Public Art team prior to applying, especially if their connection to the County is not covered through the examples above.

Eligible artwork

Artwork that is original, initiated by the artist, and completed within the last three years. Artists may submit two and three-dimensional artwork in any medium.

Artwork requirements

Artwork must be ready for display:

- Artwork must be framed (if framing is required)
- Canvases must have painted edges
- Ideally, hanging hardware is prepared and installed by the artist ahead of time (D-rings are the Gallery's preferred hanging hardware)

Artists may submit one of the following:

- a. One two-dimensional artwork up to 28 square feet
- b. Two two-dimensional artworks up to a total of 28 square feet
- c. A series of two-dimensional artworks up to a total of 28 square feet ***NEW**
 - o A series of works refers to artwork that is visually connected through a subject matter, pattern, medium, technique, palette, and/or size. Artworks in a series must have matching frames where framing is necessary.
- d. Up to three three-dimensional works, covering an area up to five square feet ***NEW**

Digital, new media, and interactive artworks

Artworks with digital, sound, or electrical components are encouraged, however the artist must be available to set-up and test technical components and be on call to trouble shoot technical issues. Artists must also provide their own technical equipment and detailed operating instructions. These instructions must be simple for part-time gallery staff to perform. At this time, the Salon Series Exhibition cannot accommodate artworks that require low light, such as projections. Public health guidelines will be considered when determining the eligibility of interactive artworks that encourage touch.

Ineligible artwork

- Artwork that was submitted to the Salon Series Exhibition in prior years is not eligible.
- Artwork copied from an instructor's demonstration or example is not permitted.
- Artwork that perpetuates harmful stereotypes, racism, or gendered violence will not be accepted.
- Artwork that depicts profanity, pornographic images, or graphic violence will not be permitted.
- Any artwork that cannot be spatially or technically accommodated by Gallery@501.

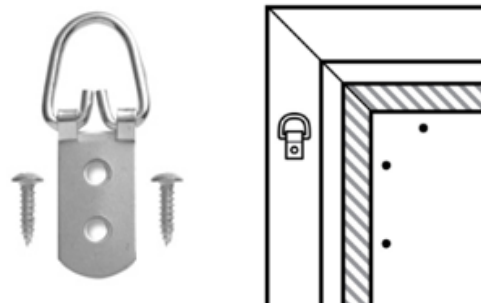
A note on cultural appropriation

Cultural appropriation is the tendency for members of privileged races and classes to continually use and benefit from the imagery, symbols, and ideas from cultures outside of their own. It is rooted in colonialism and contributes to larger systems of exploitation. If your artwork references the imagery, stories, ideas, practices, etc. of a culture or group that you do not have ties to, it's important be transparent about your relationship to these elements. Explain why you chose to use these elements in your artist statement or bio. If you are unsure if your artwork perpetuates cultural appropriation, contact the Strathcona County Public Art team.

Preparing your artwork for exhibition

- **Photograph:** If possible, take a quality photograph of the artwork prior to framing. Cell phone photography is acceptable.
- **Labels:** Label your artwork on the back or bottom with the title of the work, your name and phone number.
- **Framing:** Two-dimensional artworks on paper or similar substrates must be framed or include alternative hanging hardware (rare-earth magnets, clips, etc.). Professional, museum-standard framing is not mandatory.
- **D-Rings:** On conventional 2-dimensional artworks, such as framed artwork and canvases, D-rings are the preferred hardware. If you require assistance or further instruction for installing hanging hardware, contact Strathcona County Public Art.

D-rings are screwed to the reverse of the artwork and positioned parallel to each other between 1/4 and 1/3 of the way down the artwork. When attached, the 'D' will point towards the top of the artwork (see the diagram below). Ensure the D-rings are installed at an equal distance down from the top of the frame. Do not add hanging wire. Staff at Gallery@501 will hook the artwork directly to the wall at each D-ring. Ensure the D-rings are sufficiently robust to support the weight of the artwork.



Artwork sales

In addition to submitting work to the Art Acquisition Program, artists may list their work as for sale during the Salon Series Exhibition. Pricing information for all artworks will be kept with reception at Gallery@501. With your consent, your contact information will be shared with interested buyers.

Artwork donations

Artwork submitted for donation to the collection is accepted at the discretion of the jury. Although the County appreciates such offers, it is unable to accept all donations of artwork.

Peoples' Choice Award

A "Peoples' Choice Award" of \$100.00 will be presented at the artists' reception. In person and online voting will be open from May 16 to June 14, 2022.

The art acquisition jury process

The Art Acquisition Selection Committee will consist of professional practicing artists and community members. New jurors are appointed each year. The professional backgrounds of the jurors may vary from year to year. The jury recommends artwork for Strathcona County's Permanent Collection based on the following Criteria:

Authenticity and originality

- Presentation
- Aesthetic quality
- Technical excellence and craftsmanship
- Overall success and effect
- Quality of materials and future conservation or maintenance requirements

Recommendations for Strathcona County's Permanent Art Collection will be made by the jury with the final recommendations being made by the Art Collection Advisory Committee and approved by Strathcona County Council. Artwork and artwork statements will be presented to the jurors anonymously.

What if my artwork is selected for acquisition?

If your artwork is selected for acquisition, your artwork will be inducted into Strathcona County's Permanent Art Collection. Acquisitions will be displayed in Strathcona County's Artrium for up to one year immediately following the Salon Series Exhibition, then distributed throughout county buildings and offices. Your artwork will also be profiled online in the County's Permanent Art Collection online gallery.

To finalize the purchase, you must sign an artwork purchase agreement and the artwork will remain with Strathcona County. You will be paid by cheque. Artwork recommended for purchase will be announced at the **Artists' Reception on June 16 at 7 p.m.** Selected artists will be contacted prior to the event.