

2023 Annual Art Acquisition Program & Salon

Application Instructions

Guided by the Art Collection Advisory Committee, the Annual Art Acquisition program takes place during "The Strathcona Salon" — a sweeping exhibition of the artists who help to shape the County's artistic landscape. From this exhibition, eligible artworks are considered for County purchase by a jury of practicing artists and County residents.

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 are committed to addressing bias and improving diversity within our collection efforts. We especially encourage and welcome submissions that represent the diversity of this community, including representation from artists who identify as Indigenous, Black, People of Colour, people of all sexual orientations and gender identities and people with disabilities. 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, Public Art

artacquisition@strathcona.ca

780-242-3227

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 Deadline: Monday, April 17, 2023, 11:59 p.m.

Artwork Dropoff: April 27 to 28, 3-7 p.m., and April 29, 12-4 p.m.

Artists' Reception: Thursday, June 22, 7 p.m.

Exhibition Opening & Closing: May 11 to June 24

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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
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, April 27, 1 to 7 p.m.
Friday, April 28, 1 to 7 p.m.
Saturday, April 29, 1 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.

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.

New for 2023: artists whose work is purchased will be ineligible for County purchase for a period of three years (i.e., artists whose work was purchased in 2023 will be eligible for purchase in 2026). However, artists who are ineligible for County purchase are still strongly encouraged to display their artwork in “The Strathcona Salon”.

This rule does not apply to artists whose work was purchased in 2022. Artists whose work was selected for County purchase in 2022 will be eligible for purchase 2024.

Artists living outside of Strathcona County

Artists who live outside of Strathcona County but have a significant connection to the area are welcome to apply to participate. These artists are asked to provide a brief description of their relationship to the County with their application. Applications from non-Strathcona County Residents must be approved by the Art Collection Advisory Committee before the artist can participate.

The Art Collection Advisory Committee will review and evaluate applications 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:
 - Have you ever lived in Strathcona County? If so, how many years?
 - Are you an active member of a community or faith-based organization in Strathcona County?
 - 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?

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.

If your application to participate in the Annual Art Acquisition Program was approved in a previous year, you do not have to re-apply. If your application to participate as a non-County resident is not approved, you may apply to participate in the future.

Eligible artwork

Artwork that is original, initiated by the artist, and completed between 2020 and 2023 is eligible. Artists may submit two and three-dimensional artwork in any medium.

Artists may submit:

- a. **One artwork** (e.g., one canvas, frame, or sculpture)

OR

- b. **Two artworks** (e.g., two canvases, frames, or sculptures)

OR

- c. **One multi-part artwork or small series** (e.g., a diptych, triptych, or a collection of related prints)
 - A series of works refers to artwork that is visually connected through subject matter, pattern, medium, technique, palette, and size. Though separate, the components of a series or multi-part artwork should feel like one larger artwork when installed. [The Jalopy Collection \(2007\) by Julie Witten Land](#) is an example of a series.
 - **NEW FOR 2023:** All two-dimensional artworks in a series must be the same size and have matching frames. Three-dimensional artworks may vary in size and shape.
 - **NEW FOR 2023:** Artists must provide a diagram or instructions for installing multi-part artworks or series including their preferred arrangement and spacing between artworks.
 - **Note:** Space at Gallery@501 is limited. Though every effort will be made to exhibit all eligible submissions, Gallery@501 may not have room to accommodate all artworks in a series. In this case, the artist will be contacted before the exhibit opening. Though staff will follow artists' instructions whenever possible, the placement of artworks is up to the discretion of Gallery@501 staff.

Size limits

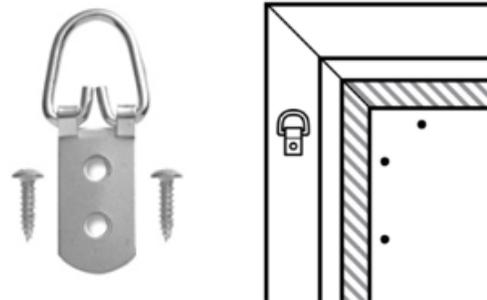
Artworks must weigh fifty pounds or less. Staff must be able to safely move the artwork without special equipment or the artist's assistance.

	Two-dimensional artwork (or any artwork intended to hang on a wall)	Three-dimensional artwork
One artwork	<ul style="list-style-type: none"> Up to 28 square feet (height x width) 	<ul style="list-style-type: none"> Maximum footprint of 2.25 square feet (width x depth) Maximum height of 8 feet
Two artworks	<ul style="list-style-type: none"> New for 2023: Combined area up to 28 square feet (height of tallest artwork x total width of both artworks) 	<ul style="list-style-type: none"> Maximum footprint of 2.25 square feet per artwork (width x depth) Maximum height of 8 feet
Multi-part or series	<ul style="list-style-type: none"> New for 2023: Up to 28 square feet including space between artworks. Artists must provide instructions and/or a diagram for installation. 	<ul style="list-style-type: none"> Maximum footprint of 2.25 square feet per artwork (width x depth) Maximum combined footprint of 9 square feet with at least 0.5 feet between artworks. Maximum height of 8 feet

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 and finishing:** All artwork must be ready for display. 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. Canvases must have painted edges.
- **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.



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 exceeds number, size, or weight limits, or artwork that cannot be spatially or technically accommodated by Gallery@501 is not eligible.
- Artwork that was previously submitted to “The Strathcona Salon” is not eligible.
- Artwork created prior to 2020 is not eligible for display (no exceptions).
- Any artwork that poses physical danger to staff or gallery visitors is not eligible.
- Artwork that depicts profanity, pornographic images, or graphic violence will not be permitted.
- Portraits created without consent of the individuals depicted are not permitted.
- Artwork that purposefully imitates another work of art is not permitted.
- Artwork that perpetuates harmful stereotypes, racism, or gendered violence is not permitted.

Consent, artistic integrity, and representation of individuals and communities

Strathcona County strives to create welcoming, equitable and ethical environments for visual art events and exhibits, and artists are asked to contemplate the impact their artwork may have on individuals and communities.

1. Portraiture and Consent

Capturing the likeness of a person through art takes great skill and can make for powerful artwork. But there are many reasons why someone might not want to have their image made public.

The artist is responsible for ensuring that models understand and agree to how their image will be used, including the overall vision for the final artwork and if the artwork will be displayed publicly.

The artist is also responsible for determining an appropriate method for obtaining consent, which can look different depending on the situation. For example:

- An artist asks a friend to sit for a portrait. The friend is familiar with the artist’s practice, and they have discussed the artist’s plans for an upcoming exhibition (verbal consent obtained through conversation).
- A street photographer requests to take a stranger’s photograph. After the stranger agrees, the photographer has the stranger sign a photo release form (formal written consent).

Artists submitting portraiture are asked to include a description of their relationship to the models and how they communicated with them throughout the process of creating the portrait. If the artist hasn’t obtained sufficient consent, the portrait may not be eligible for exhibition.

Exception: Permission is not required for portraits of celebrities, historical figures, politicians, or mainstream fictional characters as long as the artwork is the artist's own unique creation. The County discourages artists from copying images that are not their own (such as copying a movie poster or photograph of a celebrity).

2. *Derivatives*

In art, a “derivative” is an artwork that purposefully imitates another work of art. If an artwork looks too similar to an artwork by another artist, it may be ineligible for exhibition.

Examples of derivative artworks that may be ineligible include:

- A replica of the Mona Lisa
- A painting that copies a photo from National Geographic
- An artwork created by following step-by-step instructions, such as a “paint night” artwork.

3. *Reproductions of the artist's own artwork*

Because the County seeks to exhibit and/or purchase original works of art, digital reproductions of handmade artwork are not eligible. For example, a photograph of an oil painting (such as a giclee or ink-jet print) is not eligible.

4. *Harmful representations of races, cultures, communities, and individuals*

Artists are encouraged to contemplate the impacts their artwork may have on individuals and communities. In addition to the artwork itself, artists should consider the implications of the words and language they choose to add to their artwork (such as artist statements, titles, and artist bios)—all of these elements contribute to the narrative the artist is creating.

Though artists may not intend to perpetuate discrimination through their artwork, harmful effects on individuals and communities could still result. Artwork that perpetuates discrimination or of any kind is ineligible for exhibition. However, these artworks will be discussed thoroughly amongst staff and with the artist before a decision is made.

The following understandings underlie discussions around representation of races, cultures, and communities in artwork:

- People and cultures are complex, nuanced, and changing. Without intimate knowledge of the people or places depicted in an artwork, some images can unintentionally perpetuate stereotypes, generalizations, and harmful assumptions that can result in real-life discrimination.
- Artwork can hold multiple truths simultaneously; an artist may show their appreciation for a race or culture while at the same time perpetuating discrimination towards that race or culture.
- Artwork that attempts to advocate for a race or community that the artist does not belong to can appear patronizing, and reflect attributes of colonization and systemic racism, including objectification, de-humanization and entitlement.
- Objectification occurs when the human qualities of a person—such as personality, power, dignity, needs, and rights—are rejected or overlooked. Objectification can be subtle. Common scenarios in which objectification occurs through art include:
 - Taking a photograph of a stranger without obtaining informed consent.
 - Over-sexualizing particular genders.
 - Depicting people of another race because an artist finds them “beautiful” or “fascinating”.

- Using artwork to advocate on behalf of a racialized or marginalized community that artist does not belong to.
- Creating over-romanticized images of scenes, landscapes, imagery, and objects that are closely tied to a particular culture that the artist does not belong to.
- Cultural appropriation occurs when an individual or group benefits from using imagery, symbols, iconic figures, traditions, or significant objects, sound, or music from a culture they do not belong to. Cultural appropriation results in the misrepresentation and objectification of cultures; contributes to systemic racism and discrimination; and can negatively impact the day-to-day lives of individuals whose culture is appropriated.
 - Artists benefit from the opportunity to display their work in public or online—artists may sell their work, grow their audience, or gain status or additional opportunities. Therefore, if an artist displays or sells artwork that reflects a culture that the artist does not belong to, this can be deemed cultural appropriation.

For some artists, thinking carefully and objectively about their own artistic choices may seem like a barrier to creativity and expression. However, the opposite can be true. Contemplating our assumptions, fascinations, and biases toward other people and communities can reveal opportunities for growth or bolster an artist's confidence in their practice.

The following questions can be used as starting points for self-reflection:

- Why did you choose this imagery?
- When you encountered the subject matter, was your first impulse to capture it through artwork? Why?
- Do you know the people depicted in your artwork personally?
- Is this imagery part of your story, or someone else's?
- How do you benefit from the use of this imagery? Is your artwork for sale?

Note: While all participating artists are encouraged to consider the impacts and implications their artwork may have, these guidelines are not intended to discourage the many participating artists who respectfully incorporate a diversity of people and subject matter into their artwork. Artists are encouraged to reach out with questions, concerns, and feedback related to these guidelines.

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

Visitors to the exhibit can vote on their favourite artwork. A "Peoples' Choice Award" of \$100.00 will be presented at the artists' reception. Voting will be open from May 11 to June 16. Visitors may only vote once.

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 22 at 7 p.m.** Selected artists will be contacted prior to the event.