



## CALL TO SUBMIT

### The Royal Art Showcase - 2011

Agriculture and Art are essential to our existence. Since 1922 many of Canada's finest visual artists have created the annual poster image for The Royal Agricultural Winter Fair. Toronto is full of heritage and historical reminders and The Royal itself is a Heritage event with a mandate focused on promoting buying and sourcing local while celebrating our agricultural heritage within the ever changing, dynamic City of Toronto.

The 2011 Royal Art Showcase seeks works depicting agricultural heritage, current farm practices and representations of any Royal Agricultural Winter Fair division. Images reflecting all aspects of farm life are welcome: from horses, cattle, poultry, goats, sheep, cavies and rabbits to field crops, veggies and wind. Images of farming or food production in urban settings are also encouraged. Images of horses and their people at work, in preparation for, or in any Royal Horse Show division are welcomed.

Local artists and artisans will be offered an open invitation to exhibit work with an agricultural and/or equestrian theme at the 2011 Royal Agricultural Winter Fair. Participants will be asked to fill out a submission form detailing the compatibility of the pieces they intend to exhibit/demonstrate or perform within this theme as related to any or all of agriculture, equestrian sport, horticulture and rural life.

Up to 40 Showcase submissions and up to 10 submissions for the 2012 poster concept will be selected for exhibition for the duration of The Royal (due to space constraints). Artists must submit for and participate in The Royal Art Showcase the year previous in order to receive an invitation to submit a poster image for consideration.

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#### Selection Criteria

##### Eligible Artists

- The Artist must live in the Greater Toronto Area and surrounding communities.
- Deadline for submissions is October 14, 2011.

##### Eligible Works

- Original art and fine craft works by the hand of the artist. Note: No photography, digital imagery or audio submissions please.
- 2-dimensional works including paintings, drawings, mixed media, and hand-pulled prints (all pieces accepted must be ready to hang, and may not exceed 36" x 36", including frame).
- 3-dimensional work including sculpture (maximum of 20 lbs, and no longer than 15" in any direction), and fine craft in glass, metal and wood.
- Works will be reviewed from CD.
- Images: 300 dpi JPEG, long side of image not to exceed 3". Submission must include CD, current CV and artist statement.
- Artists may only submit one work for consideration per year.

##### Poster Image Selection

- Selection is a two-stage search process.
  - The first stage is submission and acceptance to the current Showcase.
  - Up to 10 artists will be invited to present their poster image idea the following year.
- The Showcase will feature the invited works.
- The works will be separately reviewed to consider the most appropriate image for the 2012 poster.

##### Submission Panel

- The submission panel will consist of two practising professional visual artists and one member of the RAWF Staff. Each panellist will comment independently using a numerical rubric reflecting criteria shown on the Entry Form.