

APPLICATION GUIDELINES

1. ELIGIBILITY

Eligible artists should display dedication to their profession as evidenced by their work, academic achievement, or exhibition history. Artists at all career-stages are encouraged to submit. Artists and groups working in all 2D and 3D media may submit.

2. APPLICATIONS

Applications *must comply* with application guidelines. Applications that fail to meet the specifications may be considered incomplete and removed from contention. Download and complete the Application Form. Submit the Application Form (.doc), your related documentation, and all your images **as a single PDF file**. Zip files will *not* be accepted, nor will applications sent by post.

Save your application as **lastname_firstinitial.pdf** (ex: Doe_j.pdf).

Applications must include:

- a. Application Form
- b. Up to 6 Images of work
- c. CV (2 page maximum)
- d. Optional Artist Statement (250 word max)
- e. Payment unique Transaction ID#

*This is a unique alphanumeric transaction number issued after online payment via *Paypal*. If someone else is paying on your behalf, please specify name of payee or your application may be considered incomplete.

3. FEE

There is a £10 / (approximately €12 or \$15 USD/CAD) application fee. Payment is made through the PayPal link on the Beers Lambert website. Applications received without payment will be considered incomplete.

4. ARTWORK

A maximum of 6 images may be included in your application. Each image may be accompanied by a detail only if necessary; please specify if relevant. All images **MUST** be described in full, including title, medium, dimensions, and year. Artists working in video/time-based media should submit 6 video stills, accompanied by direct URL links to view video work. *Submitted work should be available for the duration of the exhibition*, see EXHIBITION DATES, below.

5. DEADLINE

In order to save resources and help the environment, applications must be e-mailed to submissions@beerslambert.com by the **deadline** of midnight, **Sunday November 14, 2010**. Beers Lambert will not accept original artwork under any circumstance.

6. JURY

A curatorial jury of professionals (including members of both Beers.Lambert Contemporary Art and Gift 10 Vyner Gallery) will be appointed jury positions. The jury will select work through a blind jury process based on the quality of the work submitted.

7. RESULTS

Applicants will be notified of the results by e-mail in December. Successful applicants will be notified by the end of December. Successful applicants may be included as a featured artist with Beers Lambert Contemporary Art online.

8. EXHIBITION DATES

The exhibition is scheduled for Thursday, March 3 to Friday, April 15, 2011. The private view/opening scheduled for Thursday, March 3, 2011.

9. LOCATION

The exhibition will be held at the prestigious new address: *Gift 10 Vyner* Gallery, on London's foremost gallery row: Vyner Street. Online at www.10vynerstreet.com

For further questions or queries, please feel free to email: info@beerslambert.com.