



## **Jury Requirements Overview**

Before submitting your MRW Jury Application, please review the following requirements:

### **Artist Requirements**

- Artists are required to attend scheduled meetings and artist receptions, and will notify MRW if any conflicts will prevent attendance.
- Artists are required to actively promote the exhibit and their participation via social media and/or email
- Artists may not sell or display works in a concurrent, local (Idyllwild or Palm Springs / Palm Desert) show, gallery or exhibit without prior notice **and** agreement. Only artwork that is visually different in style or medium will be considered under these circumstances.

### **Artwork Requirements**

- All artwork must be original. Artwork submitted for an exhibit must be representative of the photos submitted for the jury process and of the theme of the show for which the artist was accepted. Art pieces to be exhibited must be ready to be displayed (no chipped / scarred frames, no Sharpie marker touch ups, clean, dust free under glass, etc.). Giclees are allowed provided they are limited edition and are accompanied by a Certificate of Authenticity. Photo prints and computer generated artwork must also be numbered/limited edition and accompanied by a Certificate of Authenticity.
- All artwork submitted for the exhibit must be available for sale.
- Two dimensional art must be framed with a gallery quality frame (off the shelf frames from art/craft stores must meet gallery standards), wired, and ready to hang securely. Appropriate frameless presentations should have a professional appearance. All work must have D-Rings (no screw eyes) and wire (with ends taped) that is strong enough for the weight of the piece. Alligator / saw-tooth hangers will not be accepted.
- Each 2D artist will be provided with space equivalent to a wall that is approximately 6' wide; 3-D artists will be provided with pedestals (up to 5) or floor space; and jewelry artists (and 3-D artists with small works) will be provided with space in a display case. MRW reserves the exclusive right to hang multiple artists' work together to create an esthetic display.
- There are no size or quantity limitations outside of what aesthetically fits in your allocated space (1-5 pieces for works mounted on an art wall and 3-5 pieces for art displayed on pedestals or in the hutch).
- Sold pieces of art must be replaced with another work within seven (7) days.
- Exhibits must be comprised of at least 80% new works (created within the past three years) that have not been previously exhibited in Idyllwild. The remaining 20% may be older works that have not been previously exhibited in Idyllwild within the previous 9 months of the exhibit. (Note:

Exceptions are allowed with prior approval. MRW reserves the right to reject any artwork that it considers unsuitable for its customers based on obscene content, as minors are allowed in winery tasting rooms.)

### **General Information**

- Email is the primary form of communication.
- If accepted, MRW will provide you with a full MRW Exhibition Agreement, along with an artist information and inventory form for you to complete.
- The consignment fee on all sales is 50%; you retain 50% of net sales.
- Checks for sold artwork, minus commission, are processed on the 20<sup>th</sup> of each month following the sale. (e.g. checks for artwork sold in the month of January will be processed on the 20<sup>th</sup> of February.)
- Prices of works in the exhibit will be determined by mutual consent and will include the MRW commission. *We ask for exclusivity of your artwork in Idyllwild during the time you are featured in our exhibits.* Exceptions are made on a case-by-case basis, and could include such things as differentiations in medium or subject matter between the locations/exhibits. Requests for exceptions should be made in advance, and preferably at the time the invitation is accepted. We also ask for pricing equality with any of your other sales relationships and, if applicable, with your own gallery/studio and website. These prices are to remain in place for at least six (6) months after the end of the MRW exhibit in order to ensure that art buyers do not feel their purchase has somehow been devalued.
- As part of a good faith agreement, you agree to pay MRW a 50% commission for any commission sales and other sales made outside the Gallery to persons who were introduced to your scope of work via MRW within six (6) months of being a featured artist.
- Artists participating in MRW exhibitions are expected to actively promote the exhibit via social media and/or email.

### **Show Rotation**

Middle Ridge Winery Tasting Gallery rotates exhibits every three (3) months. Artist selection for each show begins approximately two (2) months prior to the start date, and invitations are sent via email. Upon receipt of “yes” response from the Artist, an agreement is sent with all dates and requirements noted. Artist is expected to adhere to all dates and guidelines set forth in the agreement once signed.

### **Jury Submission Guidelines**

Artist selection is based on several criteria, including originality of design, overall presentation, craftsmanship, appropriateness for the MRW gallery, and self-promotion of artwork by the artist.

A panel of 3-5 independent jurors, which may include representatives of both MRW and fellow artists, will review the applications and images to determine which artists will be accepted. Incomplete applications cannot be reviewed.

**Interested artists are to submit the following:**

- Middle Ridge Winery Tasting Gallery Jury Application with original signature
- An artist bio/ statement
- A brief statement about your process and materials
- Links to websites (if applicable) and social media pages, along with a note about how the artist promotes their work and exhibits.
- Images of 5 pieces of work per medium (up to 3 mediums). Images submitted with your application do not need to be the actual pieces you intend to exhibit but must be representative of the work you will exhibit, if accepted. (IMPORTANT: For physical submissions, please write your name, contact information, medium, and size on the back of all photos. Images are intended to help us jury your work effectively, so please enlist aid from friends if you need help taking pictures of your artwork. Photos will not be returned.)
- Digital submissions via email are welcome and can be sent to [gALLERY@MIDDLERIDGE.COM](mailto:gALLERY@MIDDLERIDGE.COM).

If you have any questions, email [TAMARA@MIDDLERIDGE.COM](mailto:TAMARA@MIDDLERIDGE.COM). Completed application with applicable information listed above can be mailed or dropped off at the Tasting Gallery during regular business hours.

**MAILING ADDRESS**

Middle Ridge Winery  
Attn: Artist Liaison  
PO Box 4157  
Idyllwild, CA 92549

**TASTING GALLERY LOCATION**

*Please note: There is no mail delivery to this address or to any location in Idyllwild. Mail is received at post office boxes only.*

Middle Ridge Winery Tasting Gallery  
54301 N. Circle Dr.  
Idyllwild, CA 92549