



Photography Exhibit, Lakefront Gallery, 2018

The NJFCC will have a juried exhibition at Lakefront Gallery from mid-January to mid-March 2018. Photographs must be printed, matted and framed per below.

A. Exhibit Name, Theme and Criteria

Name: *It's All About the Image, a Presentation by the New Jersey Federation of Camera Clubs.*

Theme: Open – no specific theme. Photographs must be suitable for general audiences of all ages.

Selection Criteria: Images for inclusion into the exhibition will be selected based upon their composition, technical execution, artistic merit, impact on the viewer and how well the image fits the classification¹ in which it is. The NJFCC desires to have diversity in the classifications of images displayed so that no single class, such as wildlife or birds or abstracts dominates the exhibit. It is also desired to have photos from all of the member clubs, but that is not a requirement.

B. Submission and Selection Procedure

Individuals who are active members in NJFCC affiliated clubs may submit a single JPEG image according to the procedure given in paragraph I below. ***By submitting an image for consideration, you agree to deliver a printed photograph on the delivery date if your image is accepted.***

A jury of 3 persons selected by the NJFCC curator will review all of the images and choose approximately 90 for inclusion in the exhibit. In order to achieve diversity, the jury may choose images with lesser merit than others in a different classification with a higher number of entries.

Photographers who submitted images and delegates of member clubs will receive email notice of accepted images. The notice will not include images that were not accepted.

C. Key Dates

- Submission: No later than midnight October 8, 2017
- Notification of Acceptance: October 18, 2017
- Delivery: January 11, 2018 – bring photos between 5:00 pm and 7:30 pm
- Hanging: January 12, 2018 – Time 9:00 am until approximately 3:00 pm
- Reception: January 18, 2018 – 5:30 pm to 7:30 pm
- Takedown: March 18, 2018 – pick up photos between 9:00 am to 12:00 pm

¹ For the purpose of this exhibit, classifications are general groupings. There are far too many to list them here, but a few examples are wildlife, birds, scenic views, portraits, sports, abstracts, macros, flowers, food, travel and street photography.

D. Printing, Matting, Framing and Wiring

Prints on paper, canvas, metal, wood, silk and satin are acceptable.

The minimum size is 14 inches along the shortest edge, and the maximum size is 30 inches (plus frame width if framed) along the longest edge.

Framed and matted photographs must have a professional appearance and quality. Frames must include glass or Plexiglas to protect the print from touching. Mats may have any color. Most mats will require a backing board placed behind the print. Inexpensive clip type frames, frames with cardboard backing and plastic frames with cord serving as a hanging mechanism are not acceptable.

Prints on metal must have a gallery hanging assembly mounted on the back. Photos printed on satin and silk will be hung at the gallery with 3M poster tape that will not damage the material.

Pictures shall have a multi-stranded hanging wire attached to D-rings when practical. See wiring guide in Appendix 2. It is unacceptable to use sawtooth type hangers or alligator clips on framed photographs.

E. Labels

Tape a typed or hand-written label (with painter's tape or masking tape - or Scotch tape if a metal or plastic surface) a label on the back side of the photograph at the bottom right, when the photo is viewed from the rear. Make sure label and tape do not show from the front or side. For photos on silk or satin, include the label in the rolled image. See Appendix 1.

F. Fees

There is no fee to submit images and there is no fee to exhibit at this venue.

G. Insurance.

Photographs displayed in the Lakefront Gallery are insured for damage by the gallery.

H. Sales

Photographers may sell their photographs. The gallery handles the sales and takes a 10% commission from the selling price, which they donate to the Robert Wood Johnson Auxiliary.

As a suggestion, to determine a selling price use the following formula.

Selling price = (Your cost to print, mat and frame + Amount for your effort) / 0.9 and then round up to the next \$5 increment.

Example: Cost of printing, matting and frame is \$40 and you want \$100 for your expertise in capturing and processing the image. The selling price is

$(40 + 100) / .9 = 155.55$, and then round up to \$160. The gallery would get \$16 and you would take home \$144 if the photograph sells.

I. Submission

Active members of NJFCC affiliated clubs may submit 1 photograph for inclusion in the exhibit. ***By submitting an image for consideration, you agree to deliver a printed photograph on the delivery***

date if your image is accepted. To submit a photo, send an email to Ken Curtis at kencurtismail@gmail.com providing the following information:

- Photograph title
- Photographer's name
- Camera or photography club affiliation (only list one)
- Size (framed photos specify outside mat dimensions). Examples: 16 x 20 or 18 x 24
- Selling price. If you do not want to sell the photo, enter "NFS"
- Your phone number where the NJFCC can contact you
- Your email address where the NJFCC can contact you
- JPEG image of photo, of exactly 1200 pixels along longest side (**send as an email attachment – do not embed the image in the email**). Photo image files must be named as follows: **Lastname_Firstname_Title.jpg** where Lastname and Firstname are the photographer's last and first names.

Submissions received after the deadline will not be considered. The time between the submission date and the delivery date is needed to generate booklets, wall labels and other announcements.

J. Venue Information

The exhibit will be in the Lakefront Gallery located inside the Robert Wood Johnson University Hospital.

- The address is 1 Hamilton Health Place, Hamilton Township, NJ 08690
- GPS coordinates are 40.216413, -74.673615

Please see Appendix 3 for a Google aerial map of the hospital. Enter the building as shown by the arrow and park where indicated on the map. Appendix 4 shows a map of the building interior.

K. Questions

If anyone has questions, you may send an email to Ken Curtis at kencurtismail@gmail.com

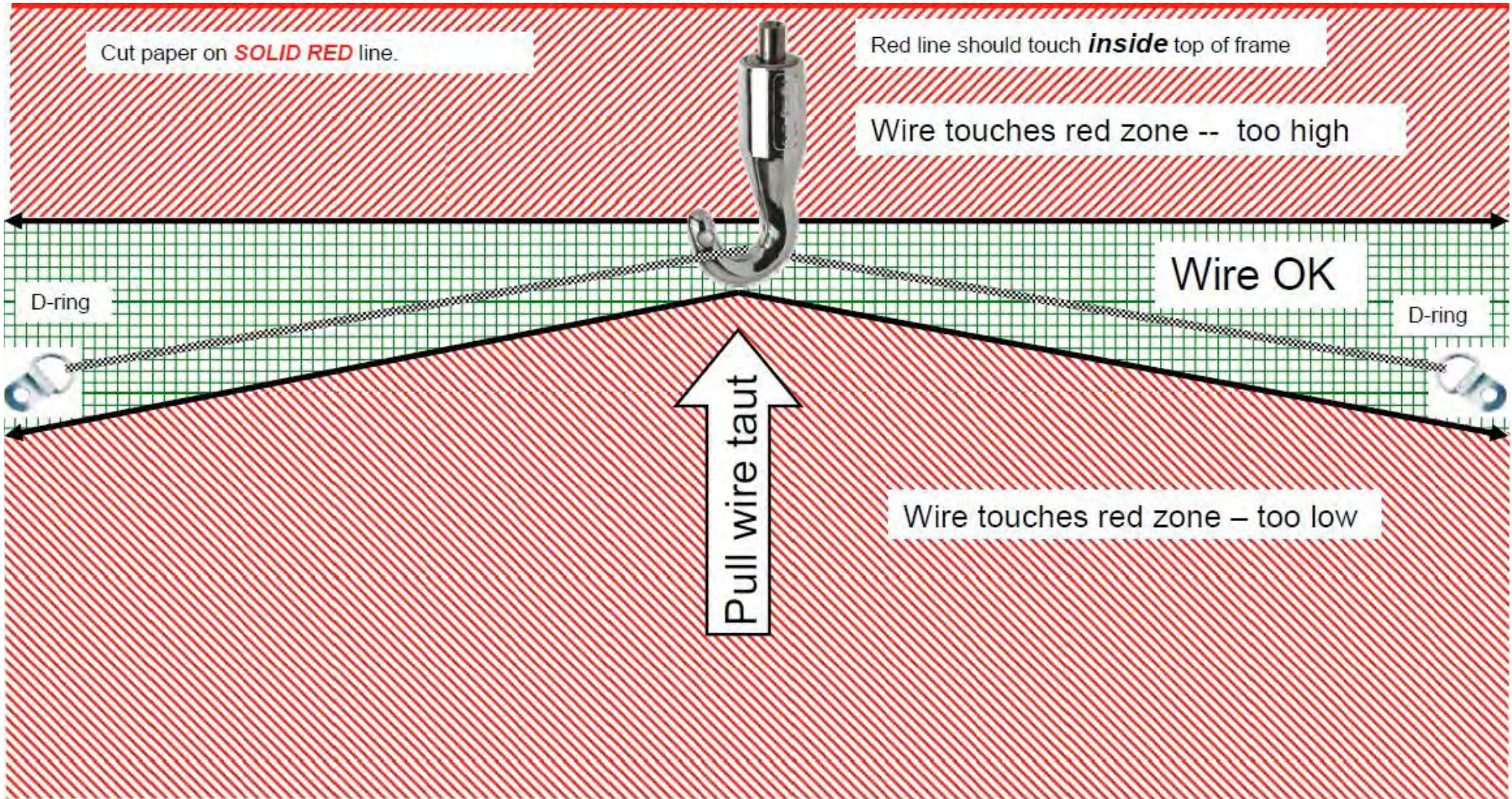
Appendix 1, Label

Cut out, fill in the information and affix (with painter's tape, masking tape, or if a metal or plastic surface, Scotch tape) a label on the back side of the photograph at the bottom right, when the photo is viewed from the rear. Make sure label and tape do not show from the front or side. For photos on silk or satin, include the label in the rolled image.

Title:	
Photographer:	
Camera Club Affiliation:	Selling Price:
Email:	Phone:

Title:	
Photographer:	
Camera Club Affiliation:	Selling Price:
Email:	Phone:

Appendix 2, Wiring Guide



Print this on 8-1/2 X 11 paper. Cut paper on solid red line. Place paper on back of artwork, under the wire. Slide paper up until solid red line touches inside top of frame and center it left-to-right. Pull wire taut. If it lies in the green zone, it's OK. If not, the hook will show above frame or picture will lean out from wall.

Use small D-rings and multi-stranded, uncoated picture wire. Do not use screw eyes and do not attach wire to spring type clips.

Appendix 3, Location View



Appendix 4 Interior Floor Map

MAIN HOSPITAL - First Floor

ROBERT WOOD JOHNSON
UNIVERSITY HOSPITAL
HAMILTON

ELEVATORS: From First Floor

- Elevator A to: 2500s (ICU), 3500s (Telemetry North), Pastoral Care, Medical Records
- Elevator B to: RWJ OB/GYN Group Hamilton, Administration, Laboratory
- Elevator C to: Nutrition, Medical Records
- Elevator D to: 3100s (3 South), Caf 
- Elevator E to: Same Day Surgery, Pre-Admission Testing, Outpatient Services Auditorium, Charity Care, Outpatient Registration, Speech/Audiology, Foundation, Volunteer Office
- Elevator F to: 4100s, 4200s, Caf 

