

# ASHESTOART®

5<sup>th</sup> biennial international exhibition of new funerary urns,  
vessels & personal memorial art

## PROSPECTUS

**FUNERIA's 5<sup>th</sup> biennial international Ashes to Art® exhibition will open with a catered reception under a full moon on Saturday, October 23, 2010 at Art Honors Life®—FUNERIA's Northern California gallery.**

The pioneering funerary arts agency and "the nation's first art gallery dedicated to cremation urns and personal memorial art" (NY Times, 1/18/07) have been featured prominently in The Boston Globe, Financial Times, The New York Times, on CNN, NBC, on KQED public television's "California Report" and in additional print, broadcast and online media worldwide since the first Ashes to Art® show opened in 2001 at San Francisco's historic Fort Mason Center. The gallery is located 1 hour north of San Francisco in the midst of Northern California's premier vineyard region and 20 minutes inland from the spectacular Pacific coast.

To offer even broader exposure and opportunities to artists and those who love their work, the exhibition will also launch online. While the online exhibition will feature all of the artworks selected by a distinguished panel of jurors, Art Honors Life will host a specially curated group of finalists. Their work will join installations by invited guest artists. Each is redefining the funerary art genre and the means by which we honor life across cultures and in our own time. A catalogue will be available.

Creating multiple opportunities for artists online and in the gallery makes it possible to include work that merits recognition yet may be more ephemeral, larger scale, or more conceptual than can be served as effectively, or to as large an audience, in a more intimate gallery setting. It also affords a less costly means to participate in the competition and exhibition in instances when artwork is particularly expensive to crate, pack and ship to and from the U.S. from other countries. And, for the first time, registered visitors to the online exhibition will be invited to support their favorite by casting their vote for the People's Choice Award.

On a stormy night at a historic landmark on San Francisco Bay in 2001, visitors waited patiently for the doors to open to the first international juried exhibition of original, contemporary, artist-made urns, vessels, reliquaries and personal memorial art objects. Since that defining moment, Ashes to Art® exhibitions have become much-anticipated opportunities for artists who are eager to explore this genre, and for the public to see and acquire the most beautiful and original funerary artworks being made by artists worldwide today.

This year offers a rare opportunity for artists, product designers, and design teams to enter their best, most original and compelling artworks for an event that has been leading all of us in a renaissance of contemporary funerary art-making and life-celebrating. *Art Honors Life*. It's as simple as that, and as meaningful.

# RULES OF ENTRY

## ELIGIBILITY

### ENTRY DEADLINE

**Postmarked no later than August 9, 2010**

### WHO MAY ENTER

#### **Open to artists and design teams worldwide:**

- where the artist or youngest member of a team is at least 18 years of age or of majority age in the artists jurisdiction
- where such contests are legal
- who possess all legal rights to authorship of the work they submit and are under no additional obligation or restriction that may prohibit them from participating fully in this contest

### ENTRY FEE

**\$45 for 1-3 Entries. Up to two Detail images may be submitted for each Entry at no added cost.**

### ELIGIBLE WORK

- All 3D media: glass, clay, metal, wood, fiber, stone, mixed media, new/innovative materials and processes, Including ephemeral/biodegradable work.
- Work may be freestanding, ceiling or wall-mounted and intended for indoor or outdoor placement.
- Artwork submitted must be original to the artist or team, and entered by the author who holds all rights to the submission.
- Artwork was not previously submitted to FUNERIA's Ashes to Art® competitions.
- Substitutions for accepted artwork are not permitted.
- All artwork entered must be available for sale until sold through FUNERIA throughout the year-long online exhibition under terms of a consignment agreement between the artist(s) and FUNERIA.

### ELIGIBLE FUNERARY ART CATEGORIES

- **URNS** include any sculptural, molded or fabricated form, vessel or object that is designed to contain all, or a substantial portion of, an individual's cremated remains (human or other species). Artwork that is designed for permanency must include instructions on how to seal and care for the work to ensure that its contents remain intact for an indefinite period of time.
- **SCATTERING VESSELS** are objects or mechanisms that assist in scattering, sprinkling and dispersing ashes.
- **RELIQUARIES/RITUAL OBJECTS** are miniature, small-scale, jewelry or sculptural objects that are created to memorialize an individual, and may or may not be used to contain ashes. This category may combine urns, scattering vessels, keepsakes, or interactive process/performance objects.
- **EPHEMERAL/BIODEGRADABLE** entries may fit any of the categories above. Biodegradable entries must include an estimate of the length of time required for the artwork to dissolve in a selected environment, without harm to the environment in which it is placed.

## AWARDS & OPPORTUNITIES

- Cash Awards totaling \$1000 will be shared between one \$500 Best of Show and other categories to be selected by jurors and announced at a later date. Additional cash and non-cash awards will be selected at the jurors' discretion and as financial support and sponsorships allow.

- Artwork selected for the exhibition will be featured on a specially promoted Ashes to Art® exhibition site for a period of 12 months at no cost to artists. A curated selection of work from among all eligible finalists will be featured in the gallery for a minimum of 2 months, at the end of which sold artwork will be delivered to purchasers.
- A non-cash People's Choice Award will be selected by popular vote of registered online exhibition site visitors, earning all finalists a large and supportive global audience.
- A high quality full color exhibition catalogue will be available to order. Finalists are eligible to purchase a limited number of copies of the catalogue at a discount.
- FUNERIA may, at its discretion, offer artists or design teams additional opportunities for promotion and sales under separate terms of agreement between the artist/team and FUNERIA LLC. Opportunities may include, but are not limited to, invitations to join the FUNERIA Portfolio, to participate in tours, and to show additional work in FUNERIA's Northern California gallery and other venues.

## SALES COMMISSIONS & PAYMENTS

- Sales are encouraged. FUNERIA will retain 50% sales commission on any works sold.
- All artwork selected, as well as derivative work of the same or similar design in an edition or series, must be available for sale, to order or to commission through FUNERIA throughout the exhibition period.
- Artists must price their work in U.S. Dollars.
- A non-refundable \$45 entry processing fee for three entries is payable by Pay Pal for online entries, and by credit card (VISA, MasterCard, American Express) or by check or Money Order to FUNERIA in U.S. funds for mail-in entries.
- Payments for sold artwork will be made to artists after successful delivery of artwork to the buyer.
- Form of payment to artists will be made by U.S. mail or the most efficient means. Fees for bank transfers or currency exchanges may be applied against payments due to artists for international sales.

## SELECTION PROCESS: THREE STAGES

- **Stage 1:** staff determines if the artist or design team has met the entry requirements
- **Stage 2:** a panel of eminently qualified jurors each review high resolution digital images of eligible entries and assign points based on originality, quality of execution, and their experience of the artist's intent to honor a unique life. Jurors are provided with art details and country of origin but not artists names or other personally identifiable information. Both experienced and emerging artists are provided an equal opportunity to be selected.
- **Stage 3:** points are tallied and the highest scoring artworks are selected for the exhibition. Finalists are contacted by email and the availability of their work for the gallery and/or online exhibition is verified. All finalists are eligible for both cash awards (where cash awards are legal) and non-cash awards and will be featured in an online Ashes to Art® exhibition and showcase. Additionally, a specially curated group of artworks from among all finalists will be selected for exhibition at FUNERIA's Art Honors Life gallery. The gallery exhibition may include 50 or more artworks in all sizes and media. The gallery exhibition will also include a smaller group of pieces by invited artists who are distinguished by work that embodies the concept of the Ashes to Art® exhibition and FUNERIA's mission. Artists who are invited guests to the exhibition and have not entered their work for the competition phase are eligible for the People's Choice Award but not for cash awards.

**Jurying for the People's Choice Award** will be conducted online. Registered visitors to the exhibition website will have the opportunity to vote for their favorite artwork between October 22 and December 18, 2010. The recipient of the most votes will be announced Monday, December 19, on the exhibition website.

## SHIPPING, INSURANCE & LIMITATIONS OF LIABILITY

- In some, but not all instances, FUNERIA will consult with artists whose work is selected to determine whether their work is best suited for online exhibition or for both online and gallery installation. FUNERIA will take several factors into consideration in making its selections including potential hardships in crating and transportation costs to artists, installation requirements, and

the greatest benefit to the artwork and exhibition overall. FUNERIA's decision will prevail and is final.

- Shipping and transit insurance costs to and from the gallery are not reimbursable to finalists. All artwork must arrive free and clear of brokerage fees, duties, taxes or any other import and transit costs.
- Artwork shipped to the gallery must be accompanied by the means to pre-pay return shipping, which may be in the form of credit card authorization or pre-paid shipping documents.
- Artworks that are not packed sufficiently for return shipping may be charged a packing fee.
- All artworks selected for the gallery exhibition are insured while in the gallery's care.
- FUNERIA LLC reserves the right to cancel or suspend the competition and exhibition, in its sole discretion, due to circumstances beyond its control, including natural disasters, computer problems, computer virus or unauthorized intervention or other causes that corrupt the administration or security of the competition.

## JURORS

Ashes to Art® finalists and award-winning work are selected by jurors (typically a panel of 3) who are distinguished in their fields. Former jurors have included museum heads and major exhibition curators, respected educators, visionary product designers, architects, sculptors in all media, and recipients of international awards and grants. Each juror embodies a particular sensitivity and a deep body of knowledge in identifying innovative and meaningful work. Juror bios for the 5<sup>th</sup> biennial Ashes to Art® exhibition will be posted online as available.

## APPLICATION AND SUBMISSION GUIDELINES

- An Entry may be one art object, or several art objects that together form a complete Entry **and are priced as one Entry.**
- The non-refundable processing fee for 1-3 Entries is \$45.
- Each Entry must be represented in its own image file.
- Each Entry may be represented by 2 additional Detail images at no added cost.
- Applications and Images must be **postmarked no later than AUGUST 9, 2010.**
- Artists and design teams represent that the work they are submitting is original to them and does not infringe on any copyrights or trademarks owned by others. Additionally, entrants acknowledge that FUNERIA, its affiliates, representatives and agents, are granted perpetual rights to reproduce images submitted free of any obligation to notify or compensate any other party. Artists retain all rights to their work.
- By entering their work, artists confirm that they accept and agree to all terms that are identified or implied.
- No incomplete Entry, including Entries without the required Entry fee, will be processed. FUNERIA, as the organizer, retains the right to refuse any submission for any reason.
- FUNERIA is not responsible for any problems or malfunctions entrants may encounter in entering online or for delays during the mailing or delivery process.

## DIGITAL IMAGE FILE SPECIFICATIONS

Selected artworks may be featured online and also in print publications. Images should not exceed 12 MB per image. Do not include text in the image area.

- 700 Pixels minimum to 2000 Pixels maximum along the longest side (height or width).
- 300 dpi/ppi, High Quality JPG
- RGB color type, 8-bit

## HOW TO NAME YOUR IMAGE FILES

Name each image file, including files for "Untitled" artwork, in the order as shown in these examples. Titles of artwork may be abbreviated.

smithchris\_scatteringurn.jpg (the only image of a "Scattering Urn" artwork by Chris Smith)

smithchris\_scatteringurn1.jpg (the Primary image file that shows the artwork in its entirety)

smithchris\_scatteringurn2.jpg (the first Detail image file)

smithchris\_scatteringurn3.jpg (the second Detail image file)

## HOW TO SUBMIT YOUR ENTRY APPLICATION, FEES AND IMAGES

- Download the Entry Form, which is a PDF document that you will be able to fill-in and submit along with your images online, as directed. Or, print out, complete and include with a CD or DVD that you mail in.
- Entries **must not be submitted as attachments to emails** to FUNERIA. All entries must either be submitted via the special Drop Box on the Call for Entries webpage, or by mail.
- By entering and checking the appropriate box on the Entry Form, you confirm that you understand and agree to the Rules of Entry for this competition.
- Save a copy of the completed form for your records.
- All notifications will be by email only. You must have an active email account and check it regularly.

### IF ENTERING ONLINE AND PAYING ENTRY FEES BY PAY PAL:

- Pay the non-refundable entry fee via Pay Pal. You will receive an email confirmation that includes a Transaction ID.
- Insert the Transaction ID in the space provided on the Entry Form.
- Upload your completed Entry Form to the Drop Box
- Upload your image files to the Drop Box
- You will receive an email confirmation that your Entry has been submitted.
- Do not contact FUNERIA to check the status of your Entry. Artists will be notified of their status on August 30 via email.

### IF MAILING YOUR ENTRY:

- Print your completed PDF Entry Form
- Include a check or money order, payable to FUNERIA in U.S. funds, drawn on a U.S. bank, or include credit card payment details on your Entry Form.
- Mail your Entry Form by August 9, 2010, along with your check or money order, and CD or DVD containing your image files to:  
Ashes to Art 2010  
PO Box 221  
2860 Bowen St. #1  
Graton, CA 95444-0221

## IMPORTANT DATES

Entry Deadline	August 9, 2010
Artist Notification	August 30, 2010 via email
Artist Statement, Resume/CV	September 17, 2010 via email
Work Received in Gallery	October 4-8, 2010
Online Exhibition Opens	October 23, 2010
Gallery Opening Reception	October 23, 2010, 6–8 p.m.
Gallery Closing Reception	December 18, 2010, 1–3 p.m.
People's Choice Award	December 19, 2010
Online Exhibition Closes	October 23, 2011