

PRINCIPLE GALLERY

CHARLESTON

PRINCIPLE GALLERY CHARLESTON finds joy in sharing museum quality works from established American and International artists within the realm of Contemporary and Classical Realism. Our light filled space invites you to explore the gallery during our many exhibitions featuring exciting work from many multi-faceted and diverse Principle Gallery artists.

Our gallery is dedicated to representing the highest quality of fine art. Focusing on paintings in oil and bronze sculpture, the gallery proudly represents emerging, mid-career, and established artists with a distinct personal approach to their work. Principle Gallery gains exposure for its artists through solo exhibitions, selective group shows, and national art fairs.

Invitational Prospectus:

Principle Gallery Charleston is pleased to offer **all members** of the American Society of Marine Artists (ASMA) the opportunity to participate in the submission process for a very special juried Marine Art Invitational Show and Sale. This exclusive 'for sale' show will be held at Principle Gallery Charleston, from November 1 – 27, 2018, in honor of the ASMA celebrating their 40th anniversary in beautiful Charleston, SC. Members will gather from around the country November 1st -4th, to participate in artists demonstrations, plein air paint outs, historical tours, an annual general meeting, and of course, the Marine Art Invitational Show and Sale!

Principle Gallery will host a private preview of the ASMA 40th Anniversary Marine Art Invitational for special collectors and participating ASMA members at 4 p.m. on Friday, November 2, 2018, followed by an opening reception for the public immediately following from 5 to 7 p.m.

All ASMA artists submitting work for consideration are strongly encouraged to attend the opening reception at Principle Gallery on November 2nd. Collectors **love** meeting artists in person, not only to learn more about their work, but to experience firsthand what inspires the creative spirit.

Guidelines for the ***Marine Art Invitational Show and Sale*** are as follows:

1. The exhibition will be juried solely by the Principle Gallery Charleston staff.
2. Principle Gallery will select 35 - 40 works for the show. Please send only your very best work. All sizes will be considered, but keep do keep in

mind that gallery space is limited. All work must be framed and wired for hanging. Sculpture should not exceed 100 lbs.

3. The gallery will receive a 40% commission on all artwork sold. Artists will be paid within 30 days of the sale.
4. Time line for submissions:
 - a. Invitational Prospectus sent by email to all ASMA Members no later than April 9, 2018 through the ASMA website. A copy of this Prospectus will also be placed on the ASMA website, so members can locate the information and revisit the deadline dates as applicable. All ASMA members are eligible to submit. Two reminder notices will be sent by ASMA prior to the deadline. **The Gallery strongly encourages all submitting members to make their best effort to attend the opening reception in person.**
 - b. **Artwork may be submitted between April 9 – July 30, 2018**
Interested artists will inform the Principle Gallery Charleston by E-mail or phone of intent to submit work for consideration in the exhibition. Early submission are recommended. **Please do not put off entering until the last few days!** Each artist may submit 1 to 3 digital jpeg images of their artwork. Each jpeg image must be labeled with name, title, medium, size and price. Please limit the size of each images to approximately 5 x7” at 300 dpi. Artists will send submissions to the Gallery by E-mail. Please include your name, E-mail address, phone number and website for the Gallery in your initial contact with the images.
 - c. **July 31, 2018:** Artists will be informed of acceptance for the Marine Art Invitational Exhibition. ASMA will be presented the list by Principle Gallery Charleston, and a notification will be sent out from ASMA to each artist via E-mail. **A \$25 handling fee will be charged to each artist with accepted work. This fee must be paid prior to August 15th, or alternate work will be selected to fill the show.** Please call Principle Gallery at: (843) 727-4500 Tuesday through Saturday from 10 am - 5 pm to pay with a credit card. A check made out to Principle Gallery Charleston may be sent in lieu of a credit card to: Principle Gallery Charleston - 125 Meeting Street, Charleston, SC 29401. Please identify payment with your name and the work that will be included in the show.

- d. **On or before August 15, 2018:** Accepted Artists agree to submit a short two paragraph biography and a photo of themselves to be used by to publicize the exhibition.
- e. **October 22-25, 2018 (10am – 5pm):** Principle Gallery Charleston will be receiving hand delivered or shipped artwork. **Artists must include a paid return shipping label when shipping work to the Gallery.** Hand delivered artwork that is requested to be shipped back will incur additional packing and shipping charges.
- f. Principle Gallery reserves the right to request an extension in showing certain pieces of work beyond the end date of November 28, 2018. Artists in this case would be contacted and asked for their consent.

Please ship artwork to:
Principle Gallery Charleston
125 Meeting Street
Charleston, SC 29401
2018 ASMA INVITATIONAL SHOW & SALE

- g. **Show ends Friday, November 28, 2017:** Artists must make all arrangements to ship any remaining work at Principle Gallery Charleston within 3 days of the closing of the show. Hand delivered works **must** be picked up between November 29th and December 1st, 2018. Please make these arrangements with the Gallery prior to the close of the show.

Please call the Director; Frank Conrad Russen, from Principle Gallery Charleston at: (843) 727-4500 if you have any questions or concerns. You may also E-mail the Gallery directly at: art@principlecharleston.com

Thank you for considering this wonderful opportunity to submit your artwork for the ASMA 40th Anniversary Marine Art Invitational Show and Sale!

Frank Conrad Russen, Gallery Manager