

# OPEN PORTFOLIO 2008

**During the Philadelphia Open Studio Tours • East of Broad Street • October 11-12, 2008**

InLiquid, Philadelphia Center for the Book, Philagrafika, and The Print Center will host the Open Portfolio to support individual artist printmakers, photographers and book artists in the Philadelphia region whose studios cannot accommodate public visitation. This event will provide a venue for more than 30 individual artists during the weekend of October 11-12, 2008 as part of the citywide Philadelphia Open Studio Tours, to showcase their fine art prints, photographs and artists books to the public in an art fair setting. Each participating artist will be given a table to display his or her work for the public from noon to 6 pm on Saturday and Sunday at the Crane Arts Building, 1400 N. American St., Philadelphia, PA 19122.

## **Calling Philadelphia Region Printmakers, Photographers and Book Artists!**

- Join more than 30 professional artists for an open portfolio event during the POST weekend (Philadelphia Open Studio Tours).
- Invite the public to see your artwork on October 11-12; share your artwork with art lovers and collectors from Philadelphia and throughout the region.
- Meet fellow artists and work together to make Philadelphia a destination for the printed image.
- Open Portfolio is co-sponsored by InLiquid, Philadelphia Center for the Book, Philagrafika, and The Print Center.

## **Info for Participants**

- Open to current artist members of the above organizations. Artists working in traditional and experimental print media (including photography) are welcome, but the opportunity is open only to artists without an accessible Philadelphia studio, who thus are not eligible to participate as a full POST studio.
- Table space is limited and is available on a first come, first served basis.
- The \$35 registration fee covers:
  - Open Portfolio postcard supply (each artist will receive 50 cards)
  - Open Portfolio web listing with hyperlinks to artist web sites & short artist bio
  - 6 foot table (please bring table cover)

## **Event Marketing**

- InLiquid, the Philadelphia Center for the Book, Philagrafika, and The Print Center have registered the Open Portfolio event as a POST site and together they have placed a full-page ad to market the Open Portfolio event in the POST Directory, which includes participating artists list.
- Listed on InLiquid.com as a feature and in InLiquid newsletter
- Event will be marketed on Philagrafika.org and in an HTML announcement to its full email list.
- Event will be marketed on partner web sites including The Print Center and Philadelphia Center for the Book
- An event postcard to be distributed by artists and organizations
- Press release and media advisory will be sent to major regional media outlets

## **Make the most of the Open Portfolio during the Philadelphia Open Studio Tours:**

Artists are, by nature, a social group. We are offering this new member benefit to artist members who do not have readily accessible studios -- not only as a marketing opportunity, but as a chance to connect with your fellow artists, swapping favorite techniques or expanding your network in the community.

While we will do our best to market the event, and we chose this weekend specifically to take advantage of the marketing power of POST – the event will be even more successful if you take the time to send an email to your mailing list, distribute the postcards and bring your friends, and hey, we'd love to meet them!

# MAY 15, 2008: Deadline for Registration and Receipt of all Fees and Materials

## Open Portfolio 2008 Registration (please type or print neatly)

\_\_\_ A sample image of your work

Send one image of your work for the web site, measuring a maximum of 1024 x 768 pixels or a minimum of 720 x 480 pixels.

Files should be in .jpg format and in RGB mode. Title image files using your name as follows: FirstLast.jpg (e.g. NancyJones.jpg).

\_\_\_ A 50 word artist bio

## FEES

\_\_\_ \$35 Basic Registration

NOTE: you must be a current member in good standing at InLiquid, Philadelphia Center for the Book, Philagrafika, or The Print Center.

## Please also consider making a donation to support our programming. Thank you!

\$\_\_\_\_\_ Donation to support (please circle): InLiquid Philadelphia Center for the Book Philagrafika The Print Center

Total amount enclosed: \$\_\_\_\_\_ Please make checks payable to the appropriate organization and enclose with your registration form and materials.

## Contact Information

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LAST NAME

FIRST NAME

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MAILING ADDRESS

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CITY

STATE

ZIP

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DAY TELEPHONE

EVENING TELEPHONE

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EMAIL ADDRESS (required)

## My Listing for Web site

PLEASE NOTE: The information you provide will be included on the InLiquid and Philagrafika web sites.

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NAME

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PRESS NAME (if applicable)

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TELEPHONE

EMAIL ADDRESS

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Web site URL

**What print medium do you work in?** (please circle all that apply)

Lithography

Monoprint

Digital

Intaglio

Photogravure

Papermaking

Relief

Engraving

Book arts

Silkscreen

Letterpress

Multiple process

Darkroom Processes

Other \_\_\_\_\_

**Artist bio** (up to 50 words typed or printed neatly)

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How did you hear about the Open Portfolio event?

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### **Participation Agreement**

I agree to prepare, open, and staff my table from 12 to 6 pm on October 11-12. I agree that my contact information may be listed on the Philagrafika and InLiquid web sites. I agree that Philagrafika or InLiquid may use, distribute, and publish all submitted materials for promotion and publicity purposes. I understand the participating artists and volunteers do not receive any financial compensation from revenue collected, and InLiquid and Philagrafika are not responsible for the level of response I receive during the Open Portfolio and that no refunds will be given for any reason. I agree to all terms indicated on this form.

Artist's signature \_\_\_\_\_ Date \_\_\_\_\_

**Mail or drop off this form and payment to the organization below of which you are a current or pending member.**

**Attn: Open Portfolio 2008**

**Deadline: May 15, 2008 at 5 pm**

#### **InLiquid**

1400 N. American Street  
Studio 314  
Philadelphia, PA 19122  
Phone: 215.235.3405

#### **Philadelphia Center for the Book**

728 S. Broad Street  
2nd Floor  
Philadelphia, PA 19146  
Phone: 215.701.6172

#### **Philagrafika**

728 S. Broad Street  
2nd Floor  
Philadelphia, PA 19146  
Phone: 215.557.8433

#### **The Print Center**

1614 Latimer Street  
Philadelphia, PA 19103  
Phone: 215.735.6090