



REDLANDS ART ASSOCIATION

215 E State Street, downtown, Redlands CA 92373 US

(cards shown were made by Cindy Lantier)

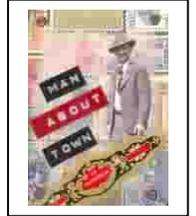
Redlands Art Association is a non-profit organization of members dedicated to promote the visual arts through education and example.



ARTIST TRADING CARD ~ SHOW-IN-A-SHOW and SWAP

October 4 through 9, 2010

The Redlands Art Association is pleased to promote the use of Artist Trading Cards... our newest art form. We'll have the cards on display in our Gallery & Art Center for a week, inviting the public to see the art, and then swap the cards at the reception at the end of the show. Artists who mail in their cards will be assigned a representative to swap their cards for them.



The Artist Trading Card was created in 1997 by Zurich based artist, M. Vanci Stirnemann, in response to the high price of art and to document his interactions with other artists. He made this "mini art" to spread his art and to collect other artist's art. The cards are made on a 2 1/2" x 3 1/2" substrate, either horizontal or vertical. ATCs can be of virtually any art form – collage, drawing, painting, photography, rubberstamping, mixed-media, digital collage, sewing, fabric...etc! *

Unique ATCs are called **originals**. Sets of identical ATCs are called **editions** and sets of ATCs that are based on a theme but are different are called a **series**. Editions and series are usually numbered appropriately (1/8, 2/8, etc.). Cards made for sale are called **Art Card, Editions & Originals (ACEO)**.

Exhibit Rules: You must be the artist of the cards submitted.

The card must fit into a 2 1/2" x 3 1/2" ATC plastic sleeve. Sleeves will be provided, if necessary.

Your name and contact information (phone, mail address, web site) must be on the back of each card.

Optional: Title of the art, date created, series or edition number

ACEOs must have price on the sleeve. (20% commission on sales to RAA) While most cards sell between \$ 7-\$10 on the Internet, you may want to price these a bit more since the buyer has the opportunity to see them in person.

Entry Fee: \$ 10 to enter maximum of 10 cards per artist. Cash, Check or Money Order (US funds) only.

Mailed in Entries:

Please provide a self-addressed return envelope with enough postage to cover your cards plus an ounce. For example: if your cards weigh 4 oz, put 5 oz. postage on the return envelope. This is in case your swapped cards weigh more than your original cards. We recommend you use self-sealing bubble mailer envelopes to protect your embellished cards. (Office supply stores, about \$7.00 for 10) Enclose the I.D. slip below.

Cards must be received no earlier than Sept 27 or later than Oct. 2.

Bring-in Entries: Bring your cards in an envelope with the I.D. slip below. Cards may be brought in Sept. 27 through Oct 2. Deadline Oct. 2 by 5PM. Ask the Gallery Attendant to put it in the ATC Collection Box.

Come back on Saturday, Oct. 9 for the Reception, and 3 PM swap.

ADDRESS: Redlands Art Association, 215 E. State Street, Redlands CA 92373 US

Calendar of Events:

Entries received between Sept. 27 and Oct. 2

Deadline for mailed in cards, Oct. 2.

Deadline for bring in, Oct. 2 by 5PM.

Show dates, Oct. 4 - 9

Reception, Saturday, Oct. 9, 1- 2 pm

Swap 3pm



Interesting web sites: www.cedarseed.com/air/atc.html and www.artist-trading-cards.ch/

* For supplies, check your local craft & fabric stores/ scrap-bookkeeping and rubber-stamping stores. 3D items, like buttons, coins, lace can be used, but card must fit into sleeve.

----- cut here, enclose with cards ----- cut here, enclose with cards -----

Artist Name _____ Email address _____
Address: _____ # of cards (_____)