

MESSTHETICS

INTAKE: AUGUST 24, 2017 - AUGUST 26, 2017 | 10 AM TO 5 PM

OPENING: SEPTEMBER 1, 2017 | 5 PM TO 8 PM **CLOSING:** SEPTEMBER 23, 2017

Messthetics is about harnessing the power of the ugly aesthetic. It's a rebellion against the order of everyday life that revels in the physicality and soul of human nature. The visual cues of Messthetics are all physical, the messy, grimy, sweaty, and visceral. It's born out of our desire to break away from the sanitation and predictability of everyday life and be more human. With the velocity of visual consumption ever increasing, we are engulfed by sameness, with very little content standing out or breaking the rules.

Messthetics goes beyond the appreciation of flaws, however. This is deliberate exploration of awkwardness and vulgarity. Ugly is attractive, ugly is exciting. In a sterile and technology driven world dirt and mess suggest agency, activity, autonomy, and humanity.

In its purist form, Messthetics is about impact rather than imperfection. It's deliberate smearing, rebellion, and play. It has grounding in current social and cultural issues that give it a sense of action, power, and defiance. This aesthetic is about intentionally reveling in an extreme, intense, comfort-free, primal state of being. All media will be considered.

SHOW ENTRY GUIDELINES

ELIGIBILITY: All work must remain on exhibit for the duration of the exhibit. No artwork may be exhibited that has previously been shown in the Gallery. All work submitted must have been finished within two years of intake dates. Exhibition Contract must be filled out completely when artwork is delivered.

ENTRY FEES: Fees for entering artwork are \$10 for one piece, \$10 for one additional piece, \$10 for second additional piece. Limit is 3 works per show.

PRESENTATION AND DISPLAY: Upon delivery, artwork should be exhibit ready, appropriately framed if necessary, appropriately mounted if necessary, ready to hang, and labeled on back with name of artist, title, medium and price. No tabletop frames will be accepted for hanging. Cottonwood reserves the right not to display every piece submitted.

COMMISSIONS: In the event of sales during the exhibit, the artist will receive 70% of retail price (set by the artist) and the Gallery will retain a 30% commission. All sales will be conducted through Cottonwood who will collect purchase price and Colorado sales tax. Payment from sales will be made to the artist no later than 30 days of exhibition closing. All work **MUST** be for sale.

SHIPPING AND DELIVERY: Artist is responsible for transit of accepted artwork to and from Cottonwood Center for the Arts. Upon delivery, artwork should be exhibit-ready, appropriately framed if necessary, appropriately mounted if necessary, and ready to hang. No tabletop frames will be accepted for hanging. If artwork must be shipped, please use a reusable container. Work must be professionally packed for safe shipping. Use screws only if shipping in wooden crates. Works must arrive on or before the show's listed intake dates. Shipped work must have a prepaid insured return label. Do not ship glass. Work is to be picked up by date listed for each show. Unless prior arrangements have been made any work not picked up within 30 days of show closure becomes property of Cottonwood.

LIABILITY: Cottonwood assumes no liability for theft, loss, fire, or destruction of any kind to any and all exhibited artwork, storage crates, or other related items, however caused throughout the duration of the show. By signing the Exhibition Contract, the artist acknowledges an understanding and agreement with the Cottonwood Center for the Arts exhibition policy and requirements.