

## CALL TO VISUAL ARTISTS

**TO:** All Florida Keys & Key West Artists, Sculptors, Museums, Galleries, etc.  
**FROM:** Elizabeth Young  
Cultural Umbrella/Florida Keys Council of the Arts  
**DATE:** February 12, 2010  
**SUBJECT:** Culture Magazine 2010 Cover & Inside Artwork  
**CC:** Harold Wheeler, TDC Director  
Cultural Umbrella Committee  
John Underwood, Tinsley Advertising

---

The Monroe County Tourist Development Council, Tinsley Advertising and the Cultural Umbrella of the Florida Keys & Key West are calling artists to submit artwork for the *Culture 2011* magazine. Artwork chosen for the cover will receive \$750.00 for one-time usage in *Culture 2011*. All artwork chosen will receive a byline with artists' name.

Only **vertical** images will be considered for the cover, and vertical or horizontal images will be selected for the inside pages. A pdf version of Culture 2010 magazine is available for review on [www.keysarts.com](http://www.keysarts.com)

Please follow the instructions below and submit by **5:00 pm on March 15, 2010**.

- Artists may submit only **three** images suitable for reproduction in a magazine format. Images of the artwork can only be submitted as a photograph or print 8"x10" **or** by email including the 3 images in one email in jpeg formatted at 96 dpi, 760 x 960.
- Artists must include an artist's statement of approximately 150 words in a word document that includes the artist's name, gallery where work is showcased, place of residence and the artist's source of inspiration for the painting.
- Read, sign and return the release (below) for usage of your artwork.
- **Images, artist's statement and release must be submitted by March 15, 2010 at 5:00 pm to:**

Florida Keys Council of the Arts  
1100 Simonton Street, Suite 2-263  
Key West, FL 33040  
Phone: 305-295-4369 Fax: 305-295-4372  
**Email:** [artsadmin@keysarts.com](mailto:artsadmin@keysarts.com)

**Materials will not be returned. DO NOT send original artwork.**

*Culture 2011* magazine, an annual publication, is a magazine distributed to art galleries and chambers of commerce throughout the Keys. It is also inserted into the *In-room Concierge* publication in over 3,900 guestrooms within the Keys reaching over 500,000 visitors annually. The magazine includes information on the Keys' performing, literary and visual arts, a calendar of events and advertisements.

**Culture 2011 Magazine release**

**Please fill out the form below and submit with your image(s) (limit 3).**

Enclosed or attached, please find 3 images (8"x10" or jpeg file) and my artist's statement. I am authorizing the Monroe County Tourist Development Council to use my artwork in the *Culture 2011* magazine, the FKCA and TDC websites.

Artist's Name: \_\_\_\_\_

Name of Artwork: 1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Gallery Affiliation: \_\_\_\_\_

E-Mail address: \_\_\_\_\_

Address (include street name, house #, city, state and zip):

\_\_\_\_\_

\_\_\_\_\_

Telephone #: \_\_\_\_\_ cell phone # \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Application must be submitted no later than March 15, 2010 at 5:00 pm.**