

Momentum Tulsa 2015 Artist Info

1) Applying to Momentum

Oklahoma artists ages 30 and younger are invited to submit artwork to the Oklahoma Visual Arts Coalition's (OVAC) interactive, multi-disciplinary art event Momentum Tulsa. Momentum Tulsa will open October 2, 2015 at Living Arts, 307 E. Brady, Tulsa.

CURATORS

America Meredith is a Swedish-Cherokee artist, editing publisher, independent curator, and educator living in Santa Fe, New Mexico. An enrolled member of the Cherokee Nation, Meredith founded First American Art Magazine to expand discussion about Native art criticism, history, and theory. Meredith's artwork blends historical styles from Native America and Europe with imagery from global pop culture. America earned her MFA in painting from the San Francisco Art Institute and her BFA from the University of Oklahoma. She has shown throughout the United States, Canada, Europe, and Asia, including the Royal Scottish Academy of Art and Design and the United Nations Headquarters. Meredith was a National Museum of the American Indian artist fellow in 2009, won the IAIA Distinguished Alumni Award for Excellence in Contemporary Native American Arts in 2007, and was voted SF Weekly's Painter of the Year in 2006. She taught at the Santa Fe Community College, the Institute of American Indian Arts, and the Cherokee Art History section of the Cherokee Clemente Course in the Humanities.

Mary Kathryn Moeller, is an arts writer, educator and independent curator living in Tulsa, OK. This year she serves as Momentum Tulsa 2015's Emerging Curator, selected by lead curator, America Meredith. Moeller received her Master's in Art History from Oklahoma State University in 2014.

AWARDS

Over \$1,000 in prizes selected by the curators. Additionally, a \$100 Viewer's Choice Award is voted for by the audience.

TIMELINE

July 9 & 11: Momentum Artist Info Sessions in Tulsa and OKC

August 1, 5 pm: [Deadline for Artwork entries – www.MomentumOklahoma.org](http://www.MomentumOklahoma.org)

August 15: Artists notified via email, selected artist list posted www.MomentumOklahoma.org

September 27, 1-5pm: Delivery of selected artworks

October 1, 7-9pm: Patron Preview event

October 2, 6-9pm: Momentum Tulsa Event

October 3, 1-2pm: Curator talk

October 3-23: Gallery hours (Tues-Sat 1-5 pm, Thurs 1-9 pm)

October 23, 6-8pm: closing reception, curator & spotlight artist talk

October 23, 8-9pm: Art work pick up

October 24, 1-5pm: All art to be picked up

Oklahoma Visual Arts Coalition, supporting Oklahoma's visual arts and artists and their power to enrich communities since 1988. www.ovac-ok.org

www.MomentumOklahoma.org

ELIGIBILITY

Momentum is open to artists ages 30 and younger who are living and working in Oklahoma, or who have a permanent address in Oklahoma. Performance artists, filmmakers, 2-D and 3-D artists are encouraged to submit up to three entries. Submissions must have been created in the last two years and may not have been exhibited in previous Momentums.

You may submit up to 3 pieces total (i.e. if you submit one performance art proposal, you could also submit two paintings).

ENTRY FEE: \$10 (Waived for [OVAC members](#))

SUBMISSION

Submissions are accepted online only at <https://ovac.submittable.com/submit>. Image files should be labeled with your last name and artwork title (ex. DaVinci-MonaLisa.jpg). Please do not include spaces or special characters in file names. Space plans and venue information can be found here: <http://ovac-ok.org/momentum/momentum-tulsa-venue-info-2/>

2D or 3D Art: You may submit up to two images of each piece. Please only submit a second image if you need to show an additional view or detail. Please have your work professionally photographed. Recommended image size: 600x1000 pixels at 300dpi. For information on how to photograph artwork, visit here: <http://www.dallasartsrevue.com/resources/How-to-Photo-Art.shtml> or here: <http://muddycolors.blogspot.com/2013/07/how-to-professionally-photograph-your.html>

Performance Art: Submit short written proposals describing the performance, including length and preferred performance space. Include any support materials to illustrate your proposal, such as images of past performances, sketches, videos, etc. Any special equipment must be provided by the artist.

Installations: Submit short written proposals for installations. Include any support materials to illustrate your proposal, such as images of past related artworks, sketches, etc. Any special equipment must be provided by the artist.

Film/Video: Submit URL that links directly to video. Include a brief written summary of the video including length. Short films are preferred. Film/Video artists will be responsible for installation of their work, including video equipment.

QUESTIONS

For questions, contact the OVAC office at 405-879-2400 or programs@ovac-ok.org

Submissions are accepted online only at <https://ovac.submittable.com/submit>

2) General Information

Why Momentum?

In 2002 OVAC studied the cultural landscape of Oklahoma and realized that young artists in Oklahoma were lacking opportunities to show their work. Thus, Momentum was born. Artists 30 and younger from all over the state submit their work for jury by our guest curators. 3 Spotlight artists are selected in advance to receive \$2,000 and curatorial guidance on new work to debut at Momentum.

Who puts this on?

Momentum is a program of the Oklahoma Visual Arts Coalition, a statewide non-profit that helps artists all over Oklahoma through education, exposure and funding. Our local planning committee volunteers to help raise the money to put this program on and help figure out the logistics. Learn more about OVAC at www.ovac-ok.org.

Momentum Tulsa 2015 is held October 3, 2015, 6-9pm at Living Arts Tulsa

Living Arts is in the Brady arts district, 307 E Brady. Plan for scarce parking. We recommend UBER or LYFT, especially if you are drinking. Cash bar.

How do I get into the event?

Momentum Tulsa is FREE to the public opening night on October 2, and free to visit during Living Art's gallery hours (Tues-Sat 1-5pm, Thurs 1-9pm) through October 23.

Each artist in Momentum gets 2 tickets for the Patron Preview: 1 for you and 1 for a guest. When you arrive at the Living Arts, check in at Will Call and identify that you are an artist. Our volunteers will hand you your tickets and a name tag. Wear this name tag so people know you made art in the show!

What should I expect?

Momentum draws over 1,500 people on opening night, but don't let this number intimidate you. It's a fun party, and everyone is there to see art.

Both the East and West galleries of Living Arts will have artwork from Momentum, interactive projects, live music, and more. The Momentum Market will be in the West Gallery.

Artwork Drop off: Living Arts Tulsa
September 27, 1-5pm

Artwork Pick up: Living Arts Tulsa
October 23, 8-9pm
October 24, 1-5pm

OVAC will arrange delivery of any artworks that are sold (artists do not need to pick up).

3) Meeting people at Momentum

In addition to being a fun party and a prestigious exhibition for young artists, Momentum is also a great place to meet new people. Attendees of Momentum are often artists, patrons, or involved in the arts community in some way, so we encourage you to meet these awesome folks!

Come to the Patron Preview, Thursday October 2

Artists and Patrons are invited to see the event the day before the general public.

This is your chance to talk to our sponsors, potential art buyers, and committee members about your work and the event. We hope you make it for this special hour!

Come to the Curators Talk October 3, 1-2pm

Come the day after the opening to hear curators America Meredith and Mary Kathryn Moeller talk about the exhibition and their curatorial process.

Attend the FREE [What Works Workshop](http://ovac-ok.org/events/event/ask-what-workswhat-doesnt-tul/) October 3, 2-4pm at TCC Center for Creativity

After the Curator's Talk, head to the TCC Center for Creativity to learn about how to have a sustainable career as an artist. <http://ovac-ok.org/events/event/ask-what-workswhat-doesnt-tul/>

Come to the Spotlight Artist Talks & Closing reception, October 23, 6-8pm

Come two hours early before artwork pick-ups and learn about other's work, and meet new people.

Who are the "Art Ambassadors"?

Art Ambassadors are volunteers, often committee members or people who are heavily involved in Momentum, who talk to potential patrons and sell artwork. They are art-savvy people and want to make sure your work sells to a deserving patron.

These people will have clipboards or binders ("Ask me about the art!"). You may send any interested buyers their way or ask our ambassadors questions.

How do I talk to people at the opening?

Don't worry. The people who come to Momentum are art lovers! These people WANT to know more about your work.

Make sure your name tag is showing in case someone wants to find you!

If you see someone standing next to, or looking closely at your work, introduce yourself. Ask them if they have any questions. Share your process & ideas!

Talk to other artists!

See an artist's work you like? Find them and ask them more. Momentum is a place for you to find your peers in Oklahoma. The connections you make here have potential for future successes!

4) Proper Framing and hanging mechanisms

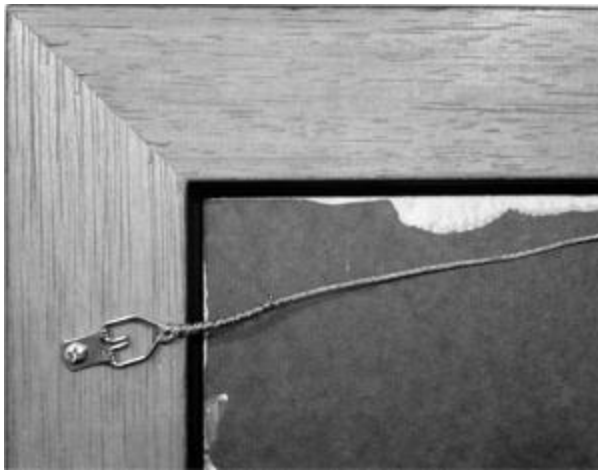
All artwork must be properly matted and framed with artist's name and artwork info on back.

We prefer D-rings and Wire. NO Sawtooth hangers.

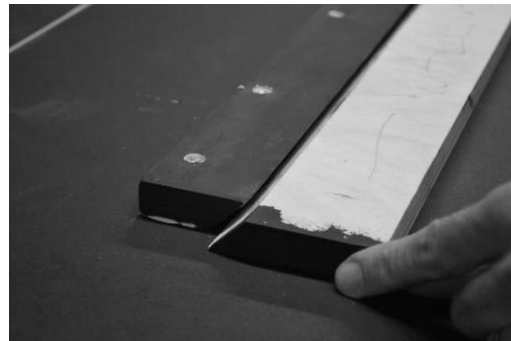
French Cleats are acceptable, and preferred for heavy works or works larger than 4' wide.
Work on canvas must have d-rings and wire attached.
We will not hang the canvas from the stretchers.

Remember to put your name, title, media and price on the back of work.

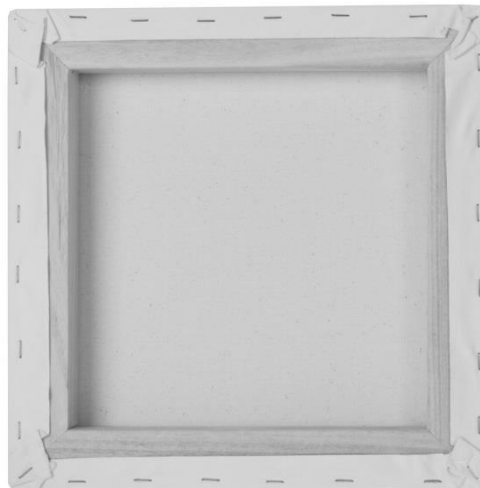
DO THIS!



OR



NOT this:



5) Selling your art at Momentum

Pricing art is a difficult task. Consider your time spent on the work, the materials and the quality of the image in regards to your *oeuvre* (body of work).

Many young artists price their work too high, or worse, too low. Finding the right price for your work is not easy. **Find some good pricing tips here:**

<http://www.artbizblog.com/2011/10/pricing-tips.html>

STAY CONSISTENT

-Do not sell your art at different places for different prices. Undercutting will make galleries and clients feel cheated and unlikely to work with you again.

-Make sure works of similar size, media, and subject also have similar price ranges. This makes you look consistent and confident in the value of your work.

OVAC takes a 30% commission on all sales. Make sure to factor this into your pricing!

If you have prints or multiples of a piece, make sure to indicate this and we can tell our buyers!

But I have a show coming up/want to show this work in the future... I can't part with it!

Fret not, our buyers frequently loan work back to the artist for Capstone shows, exhibitions and other reasons. **Your work is your intellectual property.** Don't miss out on a possible sale by listing your work as "Not For Sale" just because you need it for an upcoming show.

After your work sells at Momentum, **we provide you with the buyer's name** and contact information so you may thank them or contact them about showing your work in the future.

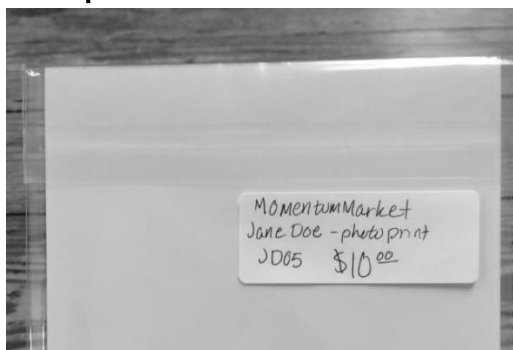
Momentum Market Info:

Momentum Market is a special area for works that are priced \$50 and under. It's a great way to earn some extra revenue and reach a new audience. Artists accepted into Momentum may include work in the Market. The Market can include things like prints, small paintings, wearable art, cards and other small items. All market items should be labeled with artist name and price.

Also include [an inventory sheet](#) with itemized list of market items. Artists should supply any special display materials that may be required (baskets, racks, decorative displays, etc).

If you choose to put work in the market, make sure it is packaged neatly with your name & price attached. Both Porch's Art Supply in OKC or Zeigler's in Tulsa sell materials for packaging art.

Example:



Notice how this artist put her work in a clear plastic sleeve, and labeled the back with her name, the item number, and the price of the work.