

# Sleight of HAND

THE PLAYING CARD PROJECT

As a fundraiser for *FIBERART INTERNATIONAL 2010*, The Fiberarts Guild of Pittsburgh will produce a deck of playing cards featuring reproductions of fiber art by its members. Participants in the project will each interpret one card from the deck. This art will then be photographed and printed as one of the 54 cards in the deck.

An exhibition of the ORIGINAL ARTWORK will run (concurrently with *FIBERART INTERNATIONAL 2010*) at Borelli-Edwards Galleries in Lawrenceville. An exhibition catalog in poster form will be produced. Both single and double card decks will be for sale at the exhibition opening, at the *Fi2010* opening and Forum, at other local venues, and on the Guild websites.

## C R I T E R I A

THERE IS NO ENTRY FEE. Original art should be fiber in content or employ a fiber related technique, and must be created specifically for this project. Dimensions must be 12" x 19" (vertical orientation) to ensure a consistent exhibition. Smaller work (beading, stitching, etc.) must be proportional to 12" x 19" and matted and framed up to 12" x 19" for exhibition (no glass or plexi), but will be photographed without mats and frames for the card image. 12" x 19" work need not be framed. Work can be two-dimensional, bas-relief, or freestanding sculpture. It must be installation-ready.

THE PRINTED CARDS WILL BE 2.25" X 3.5". The artwork image on the card will be approximately 1.75" x 2.75", so very fine detail may not reproduce at this scale. The numbers and suit symbols on the corners of playing cards (called "pips") will be added graphically when the cards are printed. However, the artwork should represent the suit and number of the card selected in some way, according to the artist's interpretation.

Artists are asked to write a *short* statement about their card, which will be included with the card deck and the exhibition. Any information about inspiration, interpretation, materials choice, etc. can be included.

## R E V I E W

The artwork must 'read' well when reduced to fit the card size and should be of retail sale quality. The card committee will have final approval for inclusion in the deck. To avoid wasted effort, artists are urged to submit work in progress for review, followed by submission of the final artwork. Please allow plenty of time before the November 2009 approval deadline. Two review options are available:

**1) REVIEW MEETINGS.** Artists may bring their work to any of the following review meetings February through October 2009. Card committee members will facilitate group review of work in a helpful, supportive atmosphere. To avoid overcrowding, review meeting dates must be scheduled with Mary Towner.

February 20, March 24, and April 22, 2009  
3-5pm before the 7:00 Guild meeting  
Sixth Presbyterian Church,  
Forbes & Murray Aves., Squirrel Hill

Other reviews (to be announced) will be scheduled June through November 2009.

**2) DIGITALLY SUBMITTED IMAGES.** Artists may submit by email or CD good quality images for committee review. Images must be in focus, color accurate, and show detail clearly. The committee may request to see the actual work if images don't convey enough information. Send images to Mary Towner for card committee review.

C O N T A C T : Mary Towner • mltowner2@yahoo.com • 724-969-0369

# E X H I B I T I O N

LOCATION Borelli-Edwards Galleries  
 3583 Butler St., Lawrenceville, PA 15201  
 412-687-2606  
 www.begalleries.com  
 begalleries@mac.com  
 Hours: Tues.-Fri. 11-6, Sat. 11-5

## SALES

The gallery retains 50% commission on sales. Since this is a fund-raiser, artists have the option of donating any portion of their 50% to Fiberart International. Unsold artwork will remain the property of the artist. Rights to images on the cards belong to the Fiberarts Guild of Pittsburgh. Card deck sales will go to Fiberart International.

# C A L E N D A R

February-November 2009 .....Reviews of artwork by card committee

November 2009.....Approval deadline for final artwork via review meetings or digital images

February 1, 2010 .....Deliver final artwork (location and time TBA)\*  
 Artwork will then be photographed, stored by the committee, and installed at BE Galleries

March 20.....Opening reception  
 6:30 - 9:00 pm  
 Card decks go on sale

March 20-May 8.....*Sleight of Hand* exhibition

May 8 (time TBA) .....Artist Talk, BE Galleries / Pickup unsold work\*

\*Artwork may be delivered or picked up by another person with written permission or pre-arrangement by the artist.

# S A M P L E S

NOTE: The card samples represented here show the ACTUAL SIZE of the card and how the artwork would be represented (a 3-dimensional and a flat artwork). The corner suit/number (pips) will be added digitally as you see them here. (The artworks used for the examples are, top to bottom, Angela Pasquale, "Fireworks on the Treetops" and Mayota Hill, "Other Outer Spaces")

