

FIRST STREET GALLERY

526 West 26th Street, Suite 209, New York, NY 10001
646-336-8053 • firststreetgallery@earthlink.net • www.firststreetgallery.net

July 19, 2014

Dear Susan,

We are pleased to inform you that you have been selected to apply for inclusion in our 2nd Season of *Pop Up - On and Off the Wall* that will take place in January 2015. The series consists of three 3-day shows (Thurs, Fri, Sat) held on three consecutive weekends January 8-10, 15-17, 22-24 in our large Chelsea gallery.

Our first season was a great collaboration of artists in a wide range of mediums, 2D, 3D, installation, photography, printmaking, painting and mixed media. Each show highlighted 8 individual artists and was curated to create a group that was cohesive and complimentary.

The Gallery takes **no commission; however, there is a \$300 participation fee.** This fee covers an opening reception, listing in Gallery Guide, social media sites including promotion on Facebook, FSG's website and notification via email to over 3,500 of our collectors, critics and other contacts. Each participant will have an exhibition area of approximately 14' x 14' of wall space with some floor space. Artists may use their space in whatever manner (within reason) they feel shows their work to its best advantage.

If you would like to apply for this opportunity please email j-pegs of 3 works you will show in the Pop Up, to firststreetgallery@earthlink.net. Video: send a 3-minute clip that can be viewed online; 3D: send 2 views of each work, Installation: send 1 full view and 2 details (still or video).

Label j-pegs as follows: LAST name_FIRST name_1.jpeg, 2 jpeg etc. For detailed views: label them as 1a.jpeg 1b jpeg and so forth. Include in the body of your email message your name, title of work, dimensions, medium, street and email address, telephone number, web address where more or your work can be seen and resume. If installation, please estimate total dimensions/floor space required. If video, please indicate full length of the piece and any special exhibition requirements.

Submissions are due as soon as possible but NO LATER than September 4th.

Notifications will be sent by late September.

Upon acceptance, the fee will be due immediately to secure your place.

Please visit our gallery. We look forward to meeting you. Best of luck.

Sincerely,

Kathleen Bennett Bastis
For the Curatorial Committee