

on view
2019/7/05 -
2019/7/10

open call
through
2019/6/25 -

when black swallows red

theme: the process of oxidizing/coloring/decaying/-
time/relationship/changes/migration/transformation...

visit www.WhenBlackSwallowsRed.com to submit work

La Galleria at La Mama
47 Great Jones St., New York, NY 10003

curated by
academic advisors/critics

Lin Zi/Dandi Gu
Michael Eade/Sumeja Tulic/
Vilim Kati/Lily Sun/Eleazar Sanchez

hosted by **MAGA** Metropolitan Art Gallery Association

media support by **NYEAA** NEW YORK EXCEPTIONAL ARTISTS ASSOCIATION **ENAME**

WHEN BLACK SWALLOWS RED

OPEN CALL FOR THE EXPLORATION OF THE PROCESS

Hosted by Metropolitan Art Gallery Association (MAGA) in La Galleria at La Mama

MAGA is pleased to issue an open call for its first group show collaborated on with LA MAMA La Galleria, titled *WHEN BLACK SWALLOWS RED*, and invites all artists around the world to participate. The show aims to provide an opportunity for young artists to exhibit their works while receiving criticism and advice from established New York artists as well as critics. Some of the outstanding artists will also receive media exposure.

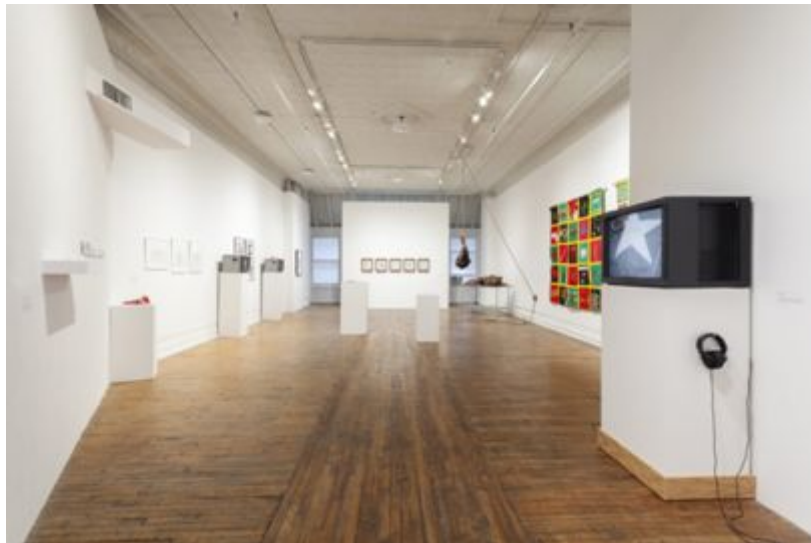
The title of the show comes from one of Mark Rothko's remarks about one of his artistic concerns. He said if "there is only one thing I fear in life, my friend: one day, the black will swallow the red."

While people often believe there are some kind of metaphorical meanings behind this statement, there are none, for Rothko had long forsaken symbolism as well as surrealism by this mature stage of his artistic career. Rothko was someone who sought a truer self through his exploration of art. This process of seeking-the-self was fated to be uncertain and adventurous, accompanied by hardship and struggle. This process of being an artist coincides with the process of making work- neither is a result of design or foreknowledge. But to seek oneself is the only thing an honest artist can do, and indeed, so do the young artists of today seek to find themselves within their own contexts.

This show aims to focus on works about processing, oxidizing, coloring, decaying, time, relationship, changes, migration, and transformation. We are looking for emerging artists in or around New York City. We believe a work tells something about its maker, and we believe a show is more than a show to the participating artists.

MAGA (Metropolitan Art Gallery Association) aims to facilitate the development of contemporary art and to promote the fusion of different cultures through curatorial events, publications, and public exposure. This open call will exhibit selected artworks from all participating artists in La Galleria at La Mama, located in New York City.

The **opening reception will be held from 5:30 p.m. ET until 9:30 p.m. ET (Eastern Time Zone) on Friday, July 5th, 2019.** The exhibit will also be open to the public on Saturday, Sunday, Monday, Tuesday (July 6th- July 10th, 2019) from 11 a.m. ET until 6 p.m. ET.



Venue: La Mama La Galleria, 47 Great Jones St, New York, NY 10003

INSTRUCTIONS

1. Make a payment of entree fees

The entrée fee is \$30 per artist (up to 3 pieces).

The payment should be submitted through Eventbrite:

<https://www.eventbrite.com/e/when-black-swallows-red-tickets-62622111421>

Select "tickets" and make a donation in an amount of \$30. **Please make sure the first name and last name filled in Eventbrite match with the information in the submission email.**

Note: Each artist can submit one application with 1-3 pieces of works. Be aware, there is no guarantee that your work will be selected. The decision will be made by MAGA academic advisors and critics for this show.

2. submit your work and texts to the following address: magasubmission@gmail.com

- Images should not contain any frame, mat, or watermark.
- Videos preferred to be sent through links.
- Images should be renamed in the format of "LastName_FirstName_Title_Year_Medium_Dimensions.jpeg" (For example, Frida_Kahlo_Self-Portrait_1940_oil on canvas_24x18in)
- the work should be accompanied by a .DOC or .PDF file which contains the following information:
 1. Name of artist, city, country of origin
 2. Title of artwork(s)
 3. Medium
 4. Dimension
 5. Year of completion
 6. Work description (up to 200 words)
 7. Artist bio (up to 200 words)
 8. Has your work ever been purchased? (Y/N)

CONDITIONS

1. All types of media are welcomed.
2. Artists may submit a maximum of three distinct pieces of work for consideration.
3. The days for the selected works to be delivered to the exhibition site are July 2nd and July 3rd at 47 Great Jones Street, New York, 10003.
4. Only completed artworks will be considered.
5. All fees that pertain to the output of digital works should be paid by the artist.
6. All fees that pertain to the delivery of artworks should be paid by the artist.
7. Artworks must be original, and all the rights must belong to the artist.
8. Artworks are Not-For-Sale during the show. And if any purchase happens during the show, it is between the artist and the buyer. MAGA will ask for a 10% serves fee in the total amount of the sale.
9. Upon selection of work, the artist will allow MAGA to exhibit the work/s in different artistic and cultural scenarios, as well as allow for the use of the image (physical and digital) for non-lucrative and non-commercial purposes, only for artistic, academic and cultural purposes.
10. The selected pieces will be part of the archive of the Project "MAGA Collective" only with cultural purposes of digitalization and classification of the archive.

AGREEMENT

Submission of an entry to MAGA means an agreement on the part of the entrant to all the conditions set forth in this prospectus. MAGA reserves the right to reproduce accepted entries for publicity purposes. Accepted work that differs from the submitted image may be excluded from the exhibition. For all damages or loss

occured to the works outside the exhibition venue, MAGA and La Galleria at La Mama are exempted from such liability.

ACCEPTED WORKS

Accepted works must arrive ready to install between July 2nd- July 4th, 2019, from 11 a.m. ET until 6 p.m. ET. Artwork may be hand delivered to the exhibition space at **La Mama La Galleria, 47 Great Jones St, New York, NY 10003**, during normal operating hours; Pieces received outside of this time frame may not be exhibited. Hand delivered entries may be picked up between July 10th, from 11 a.m. ET until 6 pm 2019. Accepted work after the designated return dates will be disposed at the discretion of MAGA.

NOTIFICATION

All entries will receive email notification no later than **June 30, 2019**. If your work is selected, you will receive further information. Please check under your spam folder if you do not receive an email.

TIMELINE

- **Submission Deadline: June 25th, Noon, 2019 EST (Eastern Standard Time)**
- Notification emailed to artists: June 30, 2019
- Delivery of accepted artwork: July 2nd- July 4th, 2019, 11 a.m. - 6 p.m.
- Opening reception: July 5th, 2019, 5:30pm - 9:30pm
- On View: July 5th- July 10th, 2019, 11 a.m. - 6 p.m.
- Return of Artwork: July 10th, 2019, 11 a.m. - 6 p.m.

For questions or further information email us: magasubmission@gmail.com
or visit our website: www.magany.org