



**A L E R T**  
IS NOT A  
GALLERY

OPEN CALL  
FOR ARTISTS

L O N D O N  
NOVEMBER 2011

DATE AND LOCATION  
TO CONFIRM

# **AlEeRT IS NOT A GALLERY:**

**WE ARE ARTISTS**

**WHAT WE DO?** WE ORGANIZE EVENTS,  
EXHIBITIONS, PERFORMANCES

**WHERE?** LONDON, VENICE, LOS ANGELES

**WHEN WE START?** NOVEMBER 2011

**UPCOMING EXHIBITION?**  
LONDON

**THE FIRST PROJECT?**  
**IT'S YELLOW**

AlEeRT IS NOT A GALLERY is proud to present the first exhibition/ installation **YELLOW PROJECT**: unfortunately, after few considerations, we decided that we are not reaching the right number of selected artists for an exhibition in July: we postpone the date next November, we will post shortly details regarding **PLACES AND DATES OF THE EXHIBITIONS** in our website.

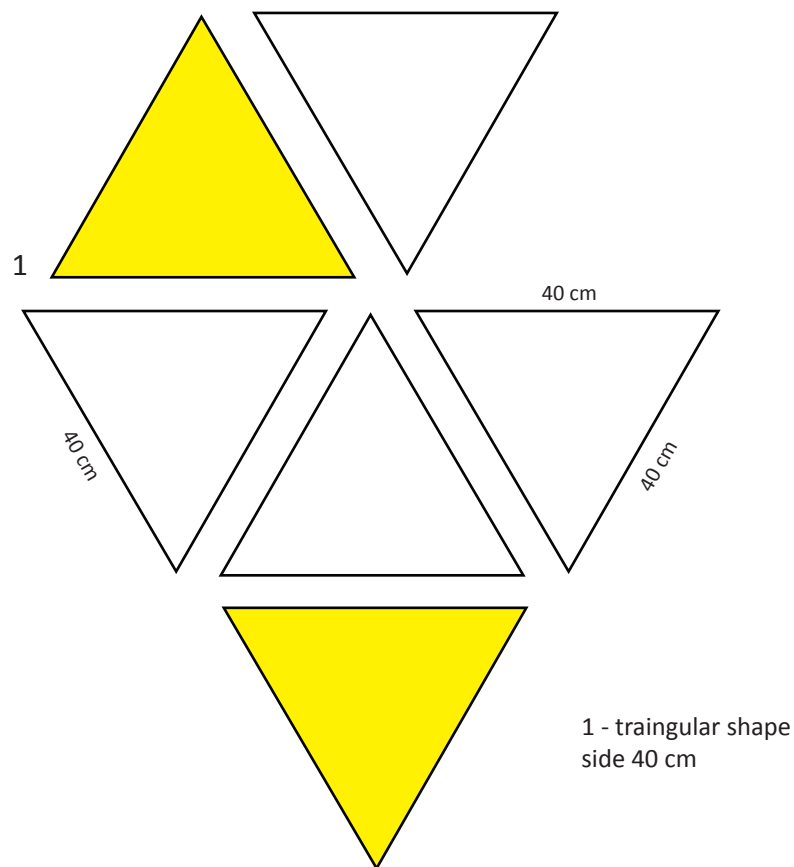
The exhibition will present a large scale installation created by the artworks of the selected artists, who explore the power of yellow: yellow as the beginning, yellow as the alert sign, yellow as the creativity and the intelligence, yellow as my feeling, yellow as an explosion of different voices.

## **MISSION**

AlEeRT IS NOT A GALLERY supports and promotes contemporary art projects and interdisciplinary site specific work envisioning a multidisciplinary dialogue and exchange between original concepts, freedom of expression, innovative actualization, exploring and crossing cultural boundaries to affirm differences and diversities.

AlEeRT IS NOT A GALLERY - London  
anotagallery@gmail.com





## THE YELLOW PROJECT

**AlERT IS NOT A GALLERY** is looking for artists to be selected to participate in **YELLOW**.

**YELLOW** is open to emerging and established artists of all disciplines from all over the world.

**YELLOW in LONDON** is the first of multiple, site-specific and multidisciplinary contemporary art projects located in London, Venice, Los Angeles.

The project will be a large scale installation created from each artwork of the selected artists: the identity and the diversity of each artist contribute in the creation of the identity of the yellow project.

## REQUIREMENT

Each artist need to produce an artwork composed of a minimum of one to a maximum of 18 modules (there is a processing fee of £10 for an artwork composed of 1/3 modules, £15 for one composed of 3/6 modules, £20 for one composed of 6/18 modules):

- Each module has a triangular shape 40cm each side
- Support in lightweight wood/paperboard
- All media are permitted
- Each piece need to have on the back name and signature of the artists, title, date, and prices of the artworks.
- Videos or animations are accepted for a maximum of 2 minutes each, please send to [anotagallery@gmail.com](mailto:anotagallery@gmail.com)
- Performances are accepted also, please send video documentation to [anotagallery@gmail.com](mailto:anotagallery@gmail.com)

**THE FIRST PROJECT?**  
**IT'S YELLOW**

NO COMMISSION IS CHARGED FOR WORK SOLD

**AlERT IS NOT A GALLERY** - London  
[anotagallery@gmail.com](mailto:anotagallery@gmail.com)



## APPLICATION GUIDELINES

In order to save resources, applications are by e-mail only to [anotagallery@gmail.com](mailto:anotagallery@gmail.com).

Complete the **APPLICATION FORM** and your additional information:

1- **CV (1 page maximum)**,

2- **optional artist statement (250 word maximum)**

3- **1 images high resolution (300dpi) of each artworks and if the case 1 images 300 dpi of the composition of the pieces.**

Compile all information into one single PDF and save your application.

\*Zip files will not be accepted.

**DOWNLOAD** the application form from the website.

## DEADLINE for applications

We've extended the submission deadline  
to midnight **SUNDAY 6th NOVEMBER 2011**

## SELECTIONS

**AlERT IS NOT A GALLERY** will select the artworks MONTHLY and will inform the artists via e-mail.

The selected artworks need to be sent to the main office of **AlERT IS NOT A GALLERY** by **DATE TO CONFIRM**.

The Postage costs and insurance need to be paid by the artists.

## ELIGIBILITY

**YELLOW PROJECT** is open to emerging and established artists of all disciplines working in all media from all over the world.

## DEADLINE for applications

We've extended the submission deadline  
to midnight **SUNDAY 6th NOVEMBER 2011**

## FEE

**There is a processing fee of :**

- **£10** for an artworks compose of 1/3 modules,
- **£15** for one compose of 3/6 modules,
- **£20** for one compose of 6/18 modules.

Please send pictures in high resolution 300dpi of each piece and of the composition to [anotagallery@gmail.com](mailto:anotagallery@gmail.com)

**Payment can be made online with paypal to [anotagallery@gmail.com](mailto:anotagallery@gmail.com)**  
**Please insert your details on the online payment.**

## VENUE

PLACE TO CONFIRM

## EXHIBITION DATES

November, 2011

DATE TO CONFIRM.

## PROMOTION

**AlERT IS NOT A GALLERY:**

- will organise the set up and promotion for the exhibition
- will create an exhibition catalogue that documents the artists with images and profiles
- will print and distribute promotional Flyers for the exhibition and will promote your art to Buyers, Press, Galleries, Curators.
- will organize an event with music and performance at the night of the opening

