



Studio Couture Detroit  
1433 Woodward Avenue  
Detroit, MI 48226

## Language and the City

January 20, 2012 – February 19, 2012

Our use of language influences the way we construct and engage with the built environment. Spoken and written language is explicit in our everyday world. We see it in our road signs, advertising, general signage, public announcements, and directions. We are particularly aware of language when, whether presented in text or verbally, it is misused or ambiguous. It is through these deviations and perversions that we form new relationships with built environment.

In these situations, many ideas and possibilities are suggested to us, expanding the use of language from a mere informational or persuasive role and into the delightful and layered realms of misdirection, onomatopoeia, malapropism, pun, opposition or inversion of meanings, haiku, surrealism, dada, and general absurdity.

With this in mind, Studio Couture calls for entries to a juried exhibition of art, design and architecture in which written and spoken language is made explicit in our experience of the city.

### Exhibition Calendar:

Call for Entries	November 1, 2011
Deadline for Submittals	December 9, 2011
Announcement of Accepted Entries	December 21, 2011
Delivery and installation of Works	January 8, 2012, January 9, 2012 5-9 PM
Exhibition Opening	January 21, 2012
Exhibition Schedule	January 20, 2012-February 19, 2012

### Exhibition Jury:

Dorota Coy  
Digital Producer  
Team Detroit

Ryan Malloy  
Associate Professor, Graphic Design  
Eastern Michigan University

Andrea Eis  
Department Chair, Art and Art History  
Oakland University

Martin Schwartz  
College Professor, Architecture  
Lawrence Tech

### GENERAL INFO:

#### SUBMISSION FEE:

The submission fee for the Language and the City show is \$25.00 for up to three works. Studio Couture is an all-volunteer crew, and we use submission fees to help sustain the operation of Studio Couture projects and to grow future programming. There are a limited number of submissions being accepted for this call.

We are able to accept submissions via email once we receive your submission fee payment online via PayPal. Once you receive verification of your payment from PayPal, you may then proceed with the completion of your submission by emailing your materials and your completed submission

form located at the end of this prospectus to [info@studiocouturedetroit.org](mailto:info@studiocouturedetroit.org).

**SUBMISSION GUIDELINES:**

We are able to accept submissions by emailing your materials and your completed submission form located at the end of this prospectus to [shows@studiocouturedetroit.org](mailto:shows@studiocouturedetroit.org).

Interested parties may submit up to three works for review. All submitted work must be accompanied by a creative works statement. Images of artwork being submitted for consideration must be in .JPEG file format sized at 10 inches in either maximum height or width and should be at 72dpi. Files should be saved as lastname\_firstname\_#.jpg (Ex. smith\_john\_1.jpg, smith\_john\_2.jpg)

If you are submitting 3-D work, you may include one additional detail or alternative view. For audio or video works, please limit duration to a 2 minute segment per piece. Only .mov and .mp4 file formats will be accepted.

No late submissions can be accepted.

**ACCEPTANCE, DELIVERY and RETURN OF WORKS:**

Exhibiting artists, designers and architects are responsible for the safe delivery transportation cost associated with their work. Any desired insurance coverage for individual works during the exhibition and during the return of those works along with shipping costs for any unsold or NFS designated works are also the responsibility of the exhibiting artist, designer or architect.

Work should be packaged in accordance with your shipper's professional recommendations and shipped securely in a substantial, reusable box or packing crate. Work not packed in this manner will be returned to sender at the sender's expense and not exhibited. All selected work must arrive ready to be hung or installed (with all applicable hanging mechanisms, etc. and installation instructions included) no later than January 13, 2012 to Studio Couture. Works cannot be accepted after this date.

Artists, designers and architects should be prepared to personally install works that might require labor intensive installation. Although Studio Couture takes every precaution to ensure the safety of your work, Studio Couture carries general business liability insurance only and will not be held responsible for any theft or damage to your work. Studio Couture reserves the right to reject works that are not delivered as presented in the original submission of images and submission form.

**SALES:**

All selected works, unless indicated otherwise as NFS (Not For Sale), will be made available for purchase throughout the duration of the exhibition. If a sale occurs, Studio Couture expects a donation of 25% of the sale price. Artists, designers and architects who wish to make their works available for sale must indicate this sale price for each work at the time of submission. Sales proceeds received by Studio Couture are used to further programming and to sustain the operation of future exhibitions.

**ABOUT STUDIO COUTURE:**

Started in 2011 by Blake Almstead and Peter Beaugard, Studio Couture is a multi-purpose arts incubator space with a gallery, student-directed design studio and community arts space. It is located in Detroit's central business district. Its mission is to use art and design methodologies to promote community building and urban renewal. The space will also create entrepreneurial

opportunities and demonstrate the theory and practice of art and design through lectures, panel discussions and workshops.

Funding is provided by Lawrence Tech.

**QUESTIONS:**

Please feel free to email [info@studiocouturedetroit.org](mailto:info@studiocouturedetroit.org) should you have any questions.

**Language and the City**

Entry Form

Entries must be received no later December 1, 2011 at [shows@studiocouturedetroit.org](mailto:shows@studiocouturedetroit.org).

Artist:  
Address:  
City:  
State:  
Zip:

Phone:  
Email:

Entry 1  
Title:  
Media:  
Size (framed):  
Year Completed:  
Price:

Entry 2  
Title:  
Media:  
Size (framed):  
Year Completed:  
Price:

Entry 3  
Title:  
Media:  
Size (framed):  
Year Completed:  
Price:

I agree to all provisions of entry to this exhibition, including agreement that the artwork selected will be for sale and available for the duration of the exhibition.

Signature:  
Date: