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Department Coordinators
EVA PORTILLO – Day of the Dead
MEGAN McDONALD – Literary Arts
DAVID CRAVEN - Photography

Section I — 2021 SCHEDULE OF EVENTS

Tuesday, May 11 midnight		Online ENTRY for all **Visual Arts and Photography due** Mailed paper entries must be postmarked by **May 11**
Tuesday, May 18	5pm	All LATE entry forms must be in office by 5pm **No late entries are accepted for Literary Divisions**
Saturday, May 29	2-8pm	Winning ENTRIES ONLY received for **Visual Arts and Photo**
Sunday, May 30	2-8pm	Winning ENTRIES ONLY received for **Visual Arts and Photo**
Saturday, June 5 **Sunday, June 13**		On-going ONLINE Artwork Sale during fair hours
Sunday, June 13	8-10pm	Artwork released. Art that has been purchased MUST be picked up by customer on this day with a sales receipt.
Monday, June 14	8am- 12pm	Artwork released. Art that has been purchased MUST be picked up by customer on this day with a sales receipt.

ALL entries MUST be picked up on June 13 or June 14. The Fair will not hold any entries left past 12pm on Monday, June 14, 2021

Section II — IMPORTANT INFORMATION

Department Code: FA

Entry Fees: $10.00 per entry
NO MAXIMUM ENTRY FEE

MINIMUM AGE 16 YEARS

ENTRIES: Enter online at www.sanmateocountyfair.com by May 11, 2021. LATE ENTRY FORMS WILL BE TAKEN UNTIL 5 p.m. **ON MAY 18, 2021** with an additional $100.00 late fee. Late entry forms available online at www.sanmateocountyfair.com and must be delivered to the fair office.

ALL ENTRIES AND JUDGING WILL BE DONE ONLINE IN 2021. AFTER ENTRIES ARE JUDGED, WINNERS WILL BE ASKED TO DELIVER ONLY THEIR WINNING ARTWORK TO THE FAIR GROUNDS. STAFF WILL BE COLLECTING WINNING ARTWORK AT THE SOUTHWEST CORNER OF EXPO. PICK UP IS ON SUNDAY 13 and MONDAY JUNE 14 (see above for hours). ANY SOLD ITEMS MUST BE PICKED UP IN THE SAME FASHION BY THE PURCHASER ON SUNDAY 13 or MONDAY 14. ARTISTS WITH SOLD ITEMS WILL BE NOTIFIED THAT THEIR ART HAS SOLD SO THAT THEY DO NOT SHOW UP TO RECOVER IT. SUNDAY JUNE 13 and MONDAY JUNE 14 WILL BE THE ONLY DAYS SCHEDULED FOR PICK UP OF ITEMS (See Schedule of Events for Pick Up Hours). ARTISTS WILL NOT BE PICKING UP THEIR LABELS FOR DISPLAY AT THE EXHIBITS OFFICE THIS YEAR. ARTISTS WILL GO STRAIGHT TO EXPO BUILDING WITH THEIR WINNING ENTRY.

FAIR MANAGEMENT SHALL NOT BE RESPONSIBLE FOR LOSSES OR DAMAGES INCURRED FROM ACCIDENTS OR VANDALISM BY ANY OF THE EXHIBITORS OR EXHIBITS AND THE EXHIBITORS SHALL HOLD HARMLESS AND INDEMNIFY THE FAIR AGAINST ANY LEGAL PROCEEDINGS ARISING FROM SUCH ACCIDENT OR LOSS. THIS INCLUDES GLASS FROM FRAMED ARTWORK.

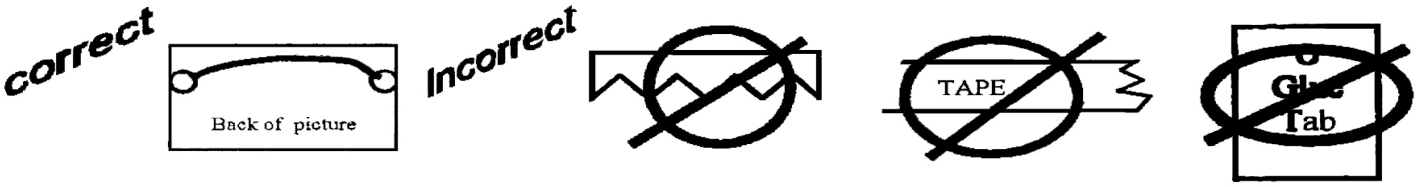
Section III SUBMISSION RULES

IN ORDER TO ENSURE THE QUALITY OF OUR SHOW, WE WILL ONLY ACCEPT WORK THAT HAS BEEN PRODUCED IN THE LAST THREE YEARS. PREVIOUSLY ENTERED ARTWORK IS ALSO NOT ELIGIBLE FOR JUDGING OR AWARDS. POORLY GLASSED OR FRAMED ART WILL NOT BE DISPLAYED IF DEEMED UNSAFE. WORK COPIED FROM OTHER ARTISTS OR FROM PUBLISHED BOOKS IS NOT ELIGIBLE.

1. All state rules and local rules apply. **MINIMUM AGE IS 16 YEARS.**
2. All amateur and professional work will be accepted regardless of residence.
3. **There are absolutely no refunds of entry fees for any reason.**
4. The Fair reserves the right to order the removal of any exhibit which is not in the best interest of the Fair or which has been entered in violation of its rules and regulations.
5. **SALES:** Art sales will be conducted online. Full payment of sales originating at the Fair must be made before the conclusion of the Fair.
   a. Artist will be notified when artwork has been sold. Payment to the artist will be mailed after the close of Fair.
   b. All sold artwork will be held until closing of the Fair at which time it will be relinquished to the buyer. Proper identification will be requested of the buyer. The sold artwork must be picked up during the scheduled Artwork Release Times. (See Schedule of Events on first page of Fine Arts for pick up hours)
   c. In pricing your artwork, allow 20% of the total sales as a donation to the Fair. The artist will receive 80% of the price listed on the entry form. In addition, the buyer will be required to pay applicable sales tax.
   d. **PUT THE TITLE AND SALE PRICE ON THE ENTRY FORM.**
   e. If the artwork is not for sale, write 'Not for Sale' on the entry form.
6. No advertising material of any kind will be allowed in the Fine Arts Department without approval of Supervisor.
7. No artwork may be removed from the Fair prior to the scheduled Artwork Release time at the close of the Fair.
8. American system of judging will be used unless otherwise noted.
9. All works must be the original work of the artists. No precast or pre-made patterns may be used in the Fine Arts Competition. "INDEPENDENT" artwork done in a classroom setting is eligible if it is one-of-a-kind and not produced by the other students in the class. **Work copied from any art publications or from another artist is not eligible to compete.**
10. Each piece of artwork must be marked on the back, top left-hand corner, or on the base, with the artist's name and title of artwork and phone number as it appears on the entry form.
11. Poorly framed and wired art may not be displayed if deemed unsafe.
12. RELEASE: Artist retains all rights; however, the artist agrees that the visual arts entry may be displayed and used for publicity purposes at the sole discretion of the Fair management.
13. GICLEE PRINTS of paintings must be entered in Print Media #307 Class 2. This does not apply to giclees of photographs which are entered into Photography Class 27 or 28.
14. **Photographs on METAL and CANVAS** must be entered into the Special Effects categories.

FRAMING AND HANGING RULES:

1. ALL ARTWORK MUST BE SECURELY WIRED FOR HANGING. No non-wired, serrated metal bar hanging devices or raw edged glass will be accepted. Paintings must be dry when delivered. We encourage the use of acrylic instead of glass on larger works due to the weight of glass. Also, please use secure frames firmly fastened together. Watercolors, works on paper, and cartoons may be protected with glass or acrylic. No raw glass edges allowed.
   a. Fragile Works: At time of entry, works deemed extremely fragile may be disallowed unless properly protected by a case or other suitable means provided by the artist.
   b. Each visual arts entry must be in its original format except for prints made of an original painting (see Submission Rules).



2. **WRAPAROUND EDGES ON CANVASES ARE ONLY ACCEPTABLE IF PAINTED AND WITHOUT STAPLES.**

Section IV AWARDS

1. Awards offered are per class except as noted per division, sweepstakes, or special awards. Honorable mention ribbons will be given in classes where warranted.
2. Although there is no limit to the number of entries per Visual Artists except for Photography, there can be no more than two awards paid in each class per person. See Photography dept. rules for number of photographs allowed.
3. It is agreed and understood that all entries/exhibitors may be photographed for publicity and promotional purposes.
4. **THE AMERICAN SYSTEM OF JUDGING** is a competitive system.
   Exhibits are placed before a judge or group of judges who rank the exhibits. The exhibits are then awarded prizes based on the quality of the exhibits. A standard of quality is employed here also, but the exhibits are judged against the standard as well as each other. Most often, the best exhibit receives a First Prize ribbon, the next best exhibit a Second Prize, and so forth. However, a judge may determine that there is no exhibit worthy of First Prize and would award the best exhibit a Second Prize, a Third Prize or no prize at all. A judge may not award the same prize to more than one exhibit (i.e. no ties allowed).
5. Awards are offered based on judging by a diverse panel of San Mateo County and San Francisco County professionals.
6. **Judging is based on ORIGINALITY, CRAFTSMANSHIP, CONTENT, AESTHETICS, AND INTENTION.** Artist's names are not visible to judges at any time before or during the judging session.

Section V SPECIAL AWARDS

The Fine Arts Galleria would like to thank all of the various donors and sponsors who went above and beyond the call of duty to provide extra recognition for our exhibitors. It is because of you that our fair is one of the area's greatest community assets and celebrations. The San Mateo County Fair invites all recipients of these awards to follow up with a thank you note to the appropriate donor or sponsor.

PLEASE NOTE: Read each award carefully and enter accordingly. You are NOT automatically entered into any division or contest in the Adult Section. You MUST enter each and every contest on the entry form except the Lois Kelley Award and Tony Governale Award and the Dischler Impact Award. **YOU MAY NOT ENTER ANY ONE PIECE INTO MORE THAN ONE CONTEST.**

Lois Kelley Memorial / Exhibitor of the Year Award

Sponsored by San Mateo Event Center and Fair Association Board of Directors

AWARD OFFERED:
Plaque & $150 to the winning Visual Artist
Plaque & $150 to the winning Photographer
Plaque & $150 to the winning writer
* Winners in Photography and Visual Arts are invited to have one-person exhibits at the Redwood City Civic Center Galleries at 400 County Center (Hall of Justice). Must reside in the county of San Mateo to be considered.

Special Notes:
This award is given in honor of Lois Kelley, past Board Member, past President of the San Mateo County Event Center and Fair Association, and past manager of the Fine Arts Department.

Eligibility:
No entry or fee is required to be considered for this award. One award is given to the top overall exhibitor in the Visual Arts, one award to the top exhibitor in Photography, and one award in the Literary Arts based upon cumulative awards won. Winners of this award are not eligible to receive it for the following two years.

Honorable Mention Awards are not given the same consideration as 1st, 2nd or 3rd place in the ribbons counts and will be used only at the judges' discretion as numerical tie-breakers for this award.

Tony Governale "Board of Directors Favorite" Memorial Award

Sponsored by San Mateo Event Center and Fair Association Board of Directors

AWARD OFFERED:
Rosette & $100

Special Notes:
This award is in honor of past Board Member, Tony Governale, who passed away on Dec. 28, 1999. He was a dedicated Board member that was very passionate about the San Mateo County Fair and the San Mateo Community.

Eligibility:
No entry or fee is required to be considered for this award. All Visual Arts and Photography entries that have been awarded a Best of Show award are considered for this prize. **The Fair Association Board of Directors** will choose one single selection from all of the Galleria's Best of Show awardees as their favorite.

The Dischler Impact Award

AWARDS OFFERED:
1st place rosette & $100
2nd place rosette and $50
3rd place rosette & $25

Special Notes: Targeted to the photo images that have the greatest Impact (emotional, intellectual, sensual, etc.) across all categories of the SMCF show photo entries (including Carry The Light). The awards will be for 1st place, 2nd place, and 3rd place (without distinction of B&W or Color).

Section VI BEST OF SHOW AWARDS

No entry or fee is required to be considered for this award.

Sponsored by the San Mateo County Arts Commission and University Art in Redwood City

Each Category is awarded a Rosette, $150 cash & a $150 gift certificate

Best of Show: Paintings – Oils and Acrylics

Best of Show: Watercolor

Best of Show: Works on Paper and Mixed Media

Best of Show: Color Photography

Best of Show: Black & White Photography

Best of Show: Special Categories Photography
(Special Effects, Cell Phone, and Photojournalism)

Best of Show: Essay

Best of Show: Short Story

Best of Show: Poetry

Best of Show: Memoir

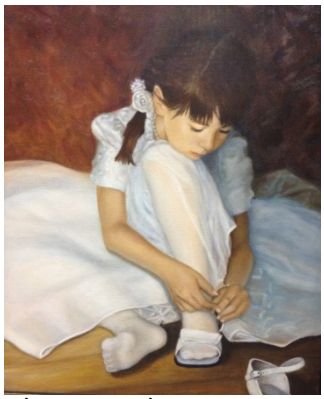
Note: Judges may refrain from awarding a Best of Show Award in areas where there are not enough entries to warrant a healthy competition.

Section VII VISUAL ARTS CONTESTS

AWARDS OFFERED: DIVISIONS 300 – 309

1st Place	$100	Rosette
2nd Place	$50	Rosette
3rd Place	$25	Rosette

DIVISION 300 – PAINTINGS – OILS AND ACRYLIC
DIVISION 301 – WATERCOLORS
DIVISION 302 – WORKS ON PAPER – Pastels, Inks, Charcoal, etc.



CLASS: (no giclees accepted- see Div. 307)
1. Abstract (cannot contain recognizable imagery)
2. Animal, domestic or wild (including birds)
3. Floral
4. Landscape (includes cloudscapes and urban skylines
5. Street Scenes (with or without people)
6. Seascape (ocean and surf)
7. Space/Underwater/Fictional or Fantasy Scenes
8. Religious, Spiritual, Inspirational,
9. Portraits (A close-up single human figure or group (no animals, no overt nudes please)
10. People – two or more people as the main subject. Also a big crowd or small group of people in any setting
11. Still Life - a study of arranged or grouped man-made or natural objects
12. Structural/Architectural/Transportational (close-up study or interpretation of a natural, fictional or man-made form
13. Surrealism (recognizable yet fantastic imagery and incongruous juxtapositions (ie. Salvador Dali)

NOTE: Please read class descriptions carefully. Judges will re-assign wrongly entered pieces without notice.
Please no overt nudes—must be viewable by small children

DIVISION 303 – CARTOONS AND GRAPHIC ART

CLASS:
1. All Cartoon and Graphics including digital art

DIVISION 304 – MIXED MEDIA AND COLLAGE

Any two-dimensional piece using more than one medium on paper, canvas, board or panel
Three Dimensional works must be entered into the Sculpture Division #308

CLASS:
1. Mixed Media and Collage

Section VIII THEMED CONTESTS

AWARDS OFFERED DIVISION 310			AWARDS OFFERED DIVISION 311			AWARDS OFFERED DIVISION 312			AWARDS OFFERED DIVISION 314		
1st Place	$75	Rosette	1st Place	$1000	Rosette	1st Place	$200	Rosette	1st Place	$100	Rosette
2nd Place	$50	Rosette	2nd Place		Rosette	2nd Place		Rosette	2nd Place	$50	Rosette
3rd Place	$25	Rosette	3rd Place		Rosette	3rd Place		Rosette	3rd Place	$25	Rosette

DIVISION 310 – SAN MATEO COUNTY SCENES

Sponsored by Leona Moriarty, SWA

SPECIAL NOTES: This award is given to the artist whose painting is judged the best representation of a scene from anywhere in the county of San Mateo. Subject matter includes either natural or urban scenes and the **work must contain a reasonably recognizable landmark in order to qualify.** Maximum number allowed is two entries in this division. Work must have been painted within the last three years and not previously shown at the SM County Fair.
Eligibility: This contest must be entered on the entry form.
NEW RULE -- Entry may not be entered into another contest

CLASS:
1. San Mateo County Scenes

DIVISION 311 - "CARRY THE LIGHT"

Sponsored by City Arts of San Mateo

City arts of SAN MATEO

SPECIAL NOTES: This prize is awarded to the one artist whose work best represents the theme of "CARRY the LIGHT" in either the **Visual Arts (2-D and 3-D) or Photography divisions**. This is completely open to the artist's interpretation, which may be literal, symbolic or suggestive of the theme. Maximum number allowed is two entries in this division.
Eligibility: This contest must be entered on the entry form.
NEW RULE -- **Entry may not be entered into another contest and duplicate photo prints may not be submitted to other contests.**

CLASS:
1. "Carry The Light"

DIVISION 312 – DIA DE LOS MUERTOS/DAY OF THE DEAD

Sponsored by Peninsula Artist Eva Portillo

Eligibility: This contest must be entered on the entry form. Entering the same piece into another division is not allowed. 2 and 3-dimensioanal art welcome. Not open to Video entries. Open to all Visual Art, Photography and Craft Specialties. Only one 1st, 2nd, or 3rd place awards offered for all classes combined. Only first place receives a premium award.

CLASS:
1. Any two-dimensional art or photo---must be framed and wired properly (see Visual Arts General Rules)
2. Sculptures
3. Any craft specialties including masks, sugar skulls, candles, mini boxes, tote bags, aprons, sewn dolls, quilts, pillows, paper mache skeletons or skulls, tissue flowers Papel Picado (hand cut paper).

DIVISION 314 – CALLIGRAPHY/HAND LETTERING

Sponsored by Pacific Scribes

SPECIAL NOTES: Two dimensional artwork which includes calligraphy or hand lettering as its predominant element in **any medium,** including mixed medium and in **any substrate** (ie. wood, canvas, paper, etc), that can be displayed as two-dimensional art that is wired for hanging.

CLASS:
1. All two-dimensional entries

Section IX PHOTOGRAPHY CONTESTS

AWARDS OFFERED
DIVISION 316 (in each class)

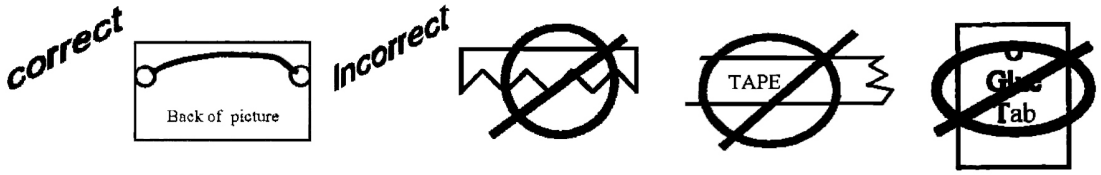
1st Place	$50	Rosette
2nd Place	$35	Rosette
3rd Place	$20	Rosette

RULES: ***Please read carefully – rules do change (new rules #2 and #3)***

1. FORMAT: Each photo must be in its original format (except Special Effects Classes 27 & 28) and taken within the last three years. No raw glass edges allowed. All images must be framed.
   FRAME SIZE must be NO LARGER than 28 inches (inside dimension) on the long side (size limit is 14 inches for the cell phone-camera competition). **Metal Prints may not exceed 28'" on the long side.**

   Photojournalism Photo Essay images should be mounted in a single frame.

   FRAMES MUST BE SECURELY WIRED FOR HANGING (THAT INCLUDES PRINTS ON METAL). Serrated or other hanging devices will not be accepted. This rule is strictly enforced during drop-off.



2. **Prints on canvas and prints on metal medium must be entered into the Special Effects classes**. Metal prints must be wired securely for hanging.
3. **LIMIT ON ENTRIES** -- This is a non-juried competition. All entries will be hung in the exhibit. With that in mind, contestants will be **limited to 15 entries** across all photography classes combined.
4. We discourage the use of glass and will not be responsible for any breakage and resulting damage to images – it happens. We also strongly encourage the use of non-glare acrylic due to strong overheard lighting reflecting on glass.
5. Photos entered into the wrong classes will be re-assigned without notice to the artist.
6. JUDGING: Photography will be judged on originality, craftsmanship, content, aesthetics, and intention. Judges reserve the right to not make awards if they feel there is nothing entered of merit.
7. RELEASE: Photographer retains all rights; however, the photographer agrees that the photo may be displayed and used for publicity purposes at the sole discretion of the Fair management.
8. RETURN: Photography must be picked up on Artwork Release Monday immediately following the end of the Fair (see Schedule of Events at beginning of art section). The San Mateo County Fair assumes no responsibility for photos not picked up on the designated pickup day.
9. This is a family oriented competition and exhibit. Children will be viewing this exhibit. With that in mind, photography must not, in the sole and unfettered discretion of the competition staff, contain obscene, provocative, defamatory, sexually explicit, or otherwise objectionable or inappropriate content.
10. In Color and Black & White Classes, photos utilizing digital filters, digital color enhancement, and special effects of any kind, infrared film, non-traditional development techniques, High Dynamic Range (HDR), prints on canvas or metal medium, and digitally stitched panoramas must be entered into the Special Effects Classes, 27 and 28. Digital processing that utilizes techniques and practices that were employed in a traditional darkroom are acceptable. Photo Judges reserve the right to reclassify any work they feel has been enhanced beyond acceptable processing practices.
11. There are absolutely no refunds of entry fees for any reason.

DIVISION 316 – PHOTOGRAPHY

(Please note that there is a limit of 15 entries per contestant across all classes)

ABSTRACT means no recognizable images. **SURREAL** is characterized by recognizable yet fantastical imagery and incongruous juxtapositions.
STREET PHOTOGRAPHY: Street photography is fine art photography that features the human condition within public places. Framing and timing are key aspects of the craft, with the aim of creating images at a decisive or poignant moment. Street photographers create fine art photography (including street portraits) by capturing people in public places, often with a focus on emotions displayed by people in public.
METAL PRINTS and CANVAS PRINTS are considered a non-traditional special effect enhancement and should be entered under Class 27 or 28. All prints on metal require a strong hanging wire on back. No other types of hangers are allowed.

Color Classes

1. Abstract, Surreal, Fantasy
2. Animal, Domestic (no birds)
3. Animal, Wild (no birds)
4. Birds
5. Floral
6. Landscape/Seascape
7. Human Portrait & Figures (no overt nudes)
8. Religious, Spiritual, Visionary
9. Still Life (a study of one or more stationary items)
10. Architecture, Structure
11. Transportation
12. Urban Landscape (previously Street Scenes)

Black & White Classes

13. Abstract, Surreal, Fantasy
14. Animal, Domestic (no birds)
15. Animal, Wild (no birds)
16. Birds
17. Floral
18. Landscape/Seascape
19. Human Portrait & Figures (no overt nudes)
20. Religious, Spiritual, Visionary
21. Still Life (a study of one or more stationary items)
22. Architecture, Structure
23. Transportation
24. Urban Landscape (previously Street Scenes)

Special Category Classes:

25. **Photojournalism ---The single image** class is a photo that fully captures the story of an event with a single image. Photojournalism shows us things that we would not normally see and takes us places we would not ordinarily go. Henri Cartier-Bresson called it the "critical moment."

26. **Photojournalism -- The photo essay** class is 3 photos of an event that **tells a story** on a single theme so that they give a deeper, fuller, more rounded view of the subject than a single image can. The organization can be either chronological or thematic but the photos should work together to enrich the theme. **All of the images should be mounted in a single frame.**

27. **Special Effects -- Computer generated** (including GICLEE prints of photographs). Computer generated is the creation of images in a digital image editing program. These can include collages or other creations that an artist conceives. **METAL PRINTS and CANVAS PRINTS are considered special effect enhancements.**

28. **Special Effects -- Photographic** -- Photographic would include adding special effect to a photo such as blurring, zooming, use of infrared film or digital sensor, special filters, HDR, etc., while taking or processing the photo. **METAL PRINTS and CANVAS PRINTS are considered special effect enhancements.**

29. **Cell Phone Photography** -- Photos, color or black & white, taken with a cell phone camera only.
This class takes into account that a number of people use their cell phone camera to take creative photographs. The photos should be framed as other Classes with the exception that frames must be **NO LONGER THAN** 14 inches (inside dimension) on the long edge. **Images entered in this Class cannot be entered simultaneously in another photography class**. If applying any special effects the images must be entered into the Special Effects Classes