



## INFORMATION AND INSTRUCTIONS

**Visual AIDS** invites you to participate in our 23<sup>rd</sup> Annual **Postcards from the Edge** benefit, a unique benefit show and sale of original, postcard-size artworks by established and emerging artists. All artwork is exhibited anonymously, and the identity of the artist is revealed only after the work is purchased. It is not only a highlight of the art world each year for artists and collectors, but also provides essential funding to help us carry out our mission and programming.

**After much consideration and guidance from experts in healthcare and leadership, Visual AIDS has decided to transition to a VIRTUAL event this year, and will hold the sale online in January 2021.**

### **HOW WILL AN ONLINE POSTCARDS FROM THE EDGE WORK?**

Postcards from the Edge 2021 will take place entirely online in January 2021. All postcard artworks submitted to Visual AIDS will be scanned and photographed. Images of all artworks will be uploaded to a dedicated virtual viewing space. As always with Postcards from the Edge, all artworks will remain anonymous until purchased. To assist collectors with online viewing, we will include information such as title and medium for each work along with high resolution images.

All postcard artworks submitted will be available for viewing online during a “preview” period prior to the public sale, similar to the VIP preview party we have held in past years. **Participating artists will have access to this preview viewing period.** We are endeavoring to keep many of the features of Postcards from the Edge, including a silent auction and preview event. When the sale begins, purchasers will be able to select and pay for artworks via an e-commerce site. Once an artwork is in a collector’s shopping cart, no one else will be able to buy it. Purchased artworks will be mailed to buyers after the event, and a shipping fee will be included with each purchase. Much like a typical Postcards from the Edge event, purchasers will receive information about the artist who created the artwork purchased, along with the artwork. Artists will also be notified of who purchased their works.

Here’s how to participate:

1. **Create** or attach an original artwork on a postcard or any 4x6” heavy weight paper. Drawings, photographs, paintings, printmaking, and mixed media are welcome. **ONE ENTRY per artist.**

**\*\*This year, all artworks will need to be scanned and will only be viewable online. You may want to choose the medium and style of your artwork with this in mind. Please note that fluorescent colors should not be used because fluorescence cannot be represented digitally and the colors will look entirely different. Additions like sequins and glitter, which look great in person, will look like dots and smudges in a digital scan. 3D works, artworks with surfaces that are very textural, have items attached to the surface, have ragged or unusual edges, are oversized (larger than 4 x 6”), or are not rectangular also may not reproduce well in a scanned image and may have their edges or shapes cropped within the format of the web pages designed for the event.**

2. **Sign and Print Name** on **BACK ONLY**. Also, indicate the top with an arrow.
3. Complete **Submission Forms** for **Collector** and **Visual AIDS**.
4. **Carefully package artwork.** Recommended: wrap artwork in wax paper and place between cardboard. Do not submit charcoal or pastel pieces without fixing them. Do not wrap wet or sticky artwork.

(More information on reverse →)

5. If you need **confirmation** that we received your artwork, include a self-addressed, stamped postcard.
6. If you would like your unsold work returned, please include a 6x9" self-addressed, stamped envelope with proper postage. Unsold artwork will NOT be returned unless an **SASE** is enclosed. Visual AIDS is not responsible for artwork lost or damaged in the mail.
7. **Mail** your artwork and forms by **POSTMARK DEADLINE Monday, November 23, 2020**  
Mailing address: **Visual AIDS, 526 West 26<sup>th</sup> Street, #510, New York, NY 10001**

**PLEASE NOTE:** It is preferable that you type your information into the Submission Forms, and a fillable PDF of the form can be downloaded at [visualaids.org](http://visualaids.org). If you prefer to write the information by hand, please print clearly and legibly to ensure that we spell your name correctly in all of our promotional materials. Please also include an up-to-date email address that you check regularly, as this is how we inform you about the sale of your artwork after the event.

**We appreciate your generous donation of artwork.** Postcards from the Edge requires months of preparation, processing and hard work to make it a success. There is no entry fee, however you can help cover overhead costs and make this event even better by making a donation with your artwork submission. Every dollar helps and all donations are appreciated!

PFTE is one of our most important fundraisers of the year, and its success will allow us to produce important art activism projects in 2021. By participating, artists support our mission, enabling us to produce AIDS-focused contemporary art programs and provide supplies and assistance to artists living with HIV/AIDS, many of whom are unable to continue producing work without such support.

**Visual AIDS** utilizes art to fight AIDS by provoking dialogue, supporting HIV+ artists and preserving a legacy – because AIDS IS NOT OVER. For examples of our work and more information, visit [www.visualAIDS.org](http://www.visualAIDS.org).

Thank you in advance for your generosity and support.

Please spread the word and invite other artists and friends.