

CALL FOR ARTISTS

pink week show - 20th Anniversary!

What is pink week?

Pink week is a conceptual art piece in the form of a holiday to celebrate, observe and commemorate the color pink simply as a color, created by Gioia Fonda in 1993.

Pink week is essentially a not-for-profit art piece with absolutely no political, religious, social or medical agenda other than pink.

Pink week is an attempt to temporarily liberate the color pink from any meaning or traditional associations.

Pink week should not to be confused with pink ribbons for breast cancer awareness, pink triangles representing homosexual identity or any gender specific or branding use of the color. **During pink week, pink just means pink.**

People celebrate by wearing pink, eating pink, going to pink places and just generally contemplating the optical experience of this terrific color.

Additionally, pink week can be a great excuse to be festive and neighborly without the fuss, stress and stigma attached to more traditional holidays. It can serve as a common ground, a way to reach out, engage and participate with the people around you. It can be a joyful exercise and reminder to live in the present. Pink week can serve as an occasion to explore our notions of what exactly holidays are and their relevance in our contemporary lives.

Lastly, pink week can be an important educational opportunity illustrating the endless possibility of forms "art" can take. Pink week may function as an introduction to conceptual art and Duchampian ideas.

Pink week stands as an affirmation of the fact that art can be affordable and accessible to all and that art remains an inevitable and necessary element of our present and broadly expanding human culture.

For more information visit pinkweek.org

What kind of art?

We are looking for art that makes use of the color pink (any shade) in significant, atypical, surprising or novel ways. We especially appreciate works in unusual media and works that use pink within unexpected contexts.

Where is the show?

Center For Contemporary Art, in Sacramento, will be hosting the show From Nov 17- Dec 7.

When is the deadline?

The deadline for submission is: October 21 for artists outside Sacramento (to allow time for shipping)
October 31 for artist in the Sacramento/Northern California region.

Submission guidelines:

Submit up to five pieces.

Send jpegs of your work (*no more than 1000 pixels on longest side, 72dpi, high quality - but not the max*) to contact@pinkweek.org

Use PINK WEEK in your subject line.

Label each file with your first and last name and an image number (example: Jane_Doe1.jpg).

In your email please also include your phone number, city of residence and an image list with title, size and media for each artwork.

Participants will be notified of acceptance or rejection by NOV 2nd.

Good luck and thank you for your interest!