

# THIS WILL NEVER WORK

## Southern Exposure's Annual Entry-Fee-Free Juried Exhibition and Screening of Works by Northern California Artists

Exhibition juried by **Corrina Peipon**, Assistant Curator, The Hammer Museum

Screening juried by **Mary Magsamen**, Curator, Aurora Picture Show



Southern Exposure invites Northern California visual artists to submit work for the 2013 Juried Exhibition and Screening *This Will Never Work*. Bring us your crazy experiments, doomed plans and quixotic dreams! All ideas and forms will be considered.

**S O U T H E R N  
E X P O S U R E**

3030 20th Street  
San Francisco, CA 94110

t 415-863-2141  
f 415-863-1841  
www.soex.org

## RULES & INFORMATION

### ENTRY FEE:

None!

### WHO IS ELIGIBLE:

Open to artists living in Northern California, north of King City and south of the Oregon border. Artists and other instigators working in all media and formats are encouraged to apply. Work selected for this program will exemplify Southern Exposure's mission and our commitment to supporting new, innovative, risk-taking, contemporary visual art practices.

### WHAT WORK WILL BE CONSIDERED:

- SoEx accepts only ONE submission per person for consideration per juried opportunity.
- Work must be new or have been completed within the current year.
- Dimensions of gallery-based objects submitted may not exceed 5' x 5' x 5' and 75 lbs.

### HOW TO SUBMIT YOUR WORK:

• **For gallery-based objects**, actual objects must be submitted and ready to install. Assembly of artwork during the drop-off days is strictly prohibited. See additional instructions below.

• **For film and video based work for EXHIBITION or SCREENING**, please submit no more than ONE work to be considered for the exhibition and/or ONE work to be considered for the screening. Artists must submit a link to their work on a hosted video site such as Vimeo or Youtube for jurying. We will view up to five minutes of your work. Video link entries must be received via email at [submissions@soex.org](mailto:submissions@soex.org) between 9am on Thursday, November 14, and 2pm on Saturday, November 16, with the subject heading of either *SCREENING This Will Never Work* or *EXHIBITION This Will Never Work*. Please attach the completed Juried Exhibition and Screening Entry Form to your email. If work is accepted, the work must be available for presentation as a dvd or mp4 video file, and must be able to be shown on a video monitor.

• **For installation, performance, social practice, site-specific, and web-based work**, please submit no more than a ONE-page description of the proposed project, how you intend for it to be presented at SoEx and up to two hard-copy pages of visual support materials such as a schematic, prototype, drawing or image. If not accepted for presentation in the exhibition, these materials will not be returned.

## ART WORK DROP-OFF DATES:

Friday, November 15, 2013,  
12:00pm – 7:00pm  
Saturday, November 16, 2013,  
10:00am – 2:00pm

## JURYING AND NOTIFICATION:

Accepted artists will be notified by 10pm on Sunday, November 17, 2013. ONLY accepted artists will be notified by this date. Don't call us. We'll call you!

## NON-SELECTED WORK PICK-UP:

Monday, November 18, 2013,  
10:00am – 8:00pm  
Work left after the pick-up day will be charged \$5 per day storage fee.

Note: While every precaution will be made in the care of submitted work, Southern Exposure is unable to insure work during the jurying phase of *This Will Never Work*.

## THIS WILL NEVER WORK

### OPENING RECEPTION

Friday, November 22, 2013  
7:00 – 10:00pm FREE

## THIS WILL NEVER WORK

### SCREENING

Friday, December 6, 2013  
7:00pm FREE

## EXHIBITION DATES

November 22 – December 14, 2013  
Gallery Hours: Tuesday – Saturday,  
12:00 – 6:00pm

## ABOUT THE JURORS

**Corrina Peipon** is an artist, curator, and writer living in Los Angeles. As Assistant Curator at the Hammer Museum, she has organized one-person exhibitions with Carlos Bunga, Maya Hayuk, Alex Hubbard, T. Kelly Mason, Lucy Raven, and Jonas Wood, as well as several exhibitions from the Hammer Contemporary Collection. During her tenure at the Museum of Contemporary Art, Los Angeles, she organized *Index: Conceptualism in California from the Permanent Collection*, a survey of nearly two hundred works from the museum's significant holdings. In 1999, her work was included in Southern Exposure's annual juried exhibition, *Nothing But Time*.

**Mary Magsamen** is an artist, curator and educator with a specialty in film/video and interdisciplinary practices. She received a MFA from Cranbrook Academy of Art. In 2008 Mary joined Aurora Picture Show as the curator. Aurora Picture Show is a non-profit media arts center in Houston, Texas that presents artist-made, non-commercial film and video. Mary is also a practicing artist and collaborates with her husband as Hillerbrand+Magsamen.

ENTRY FORM

*This Will Never Work*

Southern Exposure's Entry-Fee-Free Juried Exhibition and Screening

**Southern Exposure Copy**

Entry # \_\_\_\_\_  
Name (individual or collaborative) \_\_\_\_\_  
Address \_\_\_\_\_  
City/State \_\_\_\_\_ Zip \_\_\_\_\_  
Primary Phone \_\_\_\_\_ Email \_\_\_\_\_

Title of Work \_\_\_\_\_  
Year \_\_\_\_\_ Medium \_\_\_\_\_  
Dimensions (if applicable) \_\_\_\_\_ Price/Value \_\_\_\_\_  
Installation Instructions \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Include with Work**

Entry # \_\_\_\_\_  
Name (individual or collaborative) \_\_\_\_\_  
Address \_\_\_\_\_  
City/State \_\_\_\_\_ Zip \_\_\_\_\_  
Primary Phone \_\_\_\_\_ Email \_\_\_\_\_

Title of Work \_\_\_\_\_  
Year \_\_\_\_\_ Medium \_\_\_\_\_  
Dimensions (if applicable) \_\_\_\_\_ Price/Value \_\_\_\_\_  
Installation Instructions \_\_\_\_\_  
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Downloadable entry forms for *This Will Never Work* can be found on-line at [www.soex.org](http://www.soex.org). For more information or questions about the juried show please contact Southern Exposure at 415-863-2141.

Design by Tiffanie Tran  
[tiffanieandthetrans.com](http://tiffanieandthetrans.com)

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