

# **GREEK** **FILM & FOTO** **WEEK** MAY 5-12 | 2012 TORONTO, ONT

## **Scotiabank CONTACT Photography Festival** **The Greek America Foundation's** **Greek Film & Foto Week 2012 (GFFW2012)** *Sponsored by Queen Street Partners*

### **CALL FOR SUBMISSION:**

Presented during Toronto's Scotiabank CONTACT Photography Festival

Venue: The Burroughes  
639 Queen Street West | Toronto, ON Canada  
[www.theburroughes.com](http://www.theburroughes.com)

Host: Greek America Foundation ([www.greekamerica.org](http://www.greekamerica.org))

### **ELIGIBILITY:**

Open to all emerging and established contemporary photography and photo based artists who are of Greek heritage and residents of North America.

### **SUBMISSION CRITERIA:**

- Artwork must be finished and ready to install. Unfinished pieces will not be shown.
- Delivery and pick-up of work is the artist's responsibility
- Work should be clearly labeled with artist's name, title, date, medium, size and edition
- Work for sale should be clearly marked with price and contact information on the back of each piece
- If item is for sale, price to appear on the back of each work.
- The exhibition venue will maintain utmost care of artwork during installation and while on exhibition but holds no responsibility for loss, theft, or fire. The artist is responsible for insurance

### **REGISTRATION/CHARITY AUCTION:**

In lieu of a registration fee, artists are asked to donate a piece of their exhibited work to the Greek America Foundation that will be auctioned off during Greek Film & Foto Week and featured both online and live at the event. All proceeds go directly towards the Greek America Foundation and its programs, including the Hellenic Legacy Fund Scholarship, which sends North American college students to Greece for full-semester study abroad experiences.

### **SALE OF WORK:**

Venue and host do not retain commission for any works sold. Artists are free to schedule appointments with prospective buyers during operating hours and may exhibit a price on each work.

### **IMPORTANT DATES:**

**Monday, March 7, 2011** - DEADLINE FOR SUBMISSIONS

(Entries must be submitted via email, see Submission Guidelines on page 3 for details)

**May 5, 2011** - DELIVERY OF WORK & INSTALLATION

(Each artist is responsible for delivery of work to the 6<sup>th</sup> floor loft gallery by 12:00pm)

**May 5, 2012** - OPENING RECEPTION

Saturday, May 5, 2011, 5pm to 7pm

**May 6-12, 2012** – EXHIBITION OPEN TO THE GENERAL PUBLIC

**May 12, 2012** – BREAKDOWN: All works must be picked up by May 12, 2012 between 3pm – 5pm. If you have sold any works, please make arrangements that all pieces are picked up between 3pm – 5pm on May 12, 2012. You may not leave any pieces in the Gallery as the facility will be unattended and the Greek America Foundation is not responsible for any loss or damage after that time.

### **FOR MORE INFORMATION:**

[www.greekamerica.org](http://www.greekamerica.org)

[www.facebook.com/GreekFilmFotoWeek](http://www.facebook.com/GreekFilmFotoWeek)

[www.scotiabank.contactphoto.com](http://www.scotiabank.contactphoto.com)

## **SUBMISSION GUIDELINES – PLEASE CAREFULLY READ DETAILS & INSTRUCTIONS ON HOW TO SUBMIT YOUR ENTRY:**

### **Greek Film & Foto Week 2012 Theme**

(CONTACT 2012 theme is open this year)

#### **Plato's "Allegory of the Cave"**

How we understand reality through perception.

A well recognized understanding of 'the image' comes from Plato's *Allegory of the Cave*.

The Ancient Greek philosopher describes a situation where a prisoner is chained to a wall in a cave, unable to turn his head and look around.

A fire burns behind the prisoner casting shadows of puppets that a puppeteer is holding in front of the flames. Forced to stare at the wall, the prisoner sees only the shadows cast by the puppets, never the actual objects that create these images.

The prisoner ends up believing these images. For him, true form and reality is based on what he's able to see and hear.

Like the prisoner, when we look at a photograph we don't have true understanding of space, time, and context in which it was taken. We create perceptions of what the photographer presents, and base our reality on this experience.

Plato's Allegory of the Cave teaches us that the prisoner is mistaken to believe these shadows are all that exist.

The photographers of GFFW2012 uncover and share their own reality.

#### **SUBMISSION GUIDELINES:**

Please submit the following, via email, to [GFFW@greekamerica.org](mailto:GFFW@greekamerica.org). Incomplete submissions will not be accepted.

1. CV, not to exceed one (1) page. Must include your name and contact information
2. Biography, not to exceed 250 words, ready for publication.
3. Artistic Statement, not to exceed one (1) page.
4. Three (3) to eight (8) high-resolution images (200 dpi, at least 800 pxls on the longest side. Compress images into one folder prior to emailing). Include a separate word file that includes the title and brief description of each image.
5. Headshot of photographer.

**You will only be contacted if you are selected to participate in Greek Film & Foto Week. Please direct all inquiries to [GFFW@greekamerica.org](mailto:GFFW@greekamerica.org).**