

Sinergia

CETYS UNIVERSITY SYSTEM ART FAIR
OCTOBER 15 to 18, 2024

CALL FOR ENTRY

I. INTRODUCTION

With the aim of boosting the art and creative innovation economy, CETYS University System presents the third iteration of SINERGIA, following an integrated international art fair model attended by artists.

Designed by the Coordination of Cultural Dissemination of the CETYS University System, SINERGIA integrates four sections that expand on the Mexicali, Ensenada, and Tijuana campuses, with the goal of generating relational experiences between the CETYS community, the selected creators, and the public interested in sharing artistic experiences and becoming collectors.

1. SINERGIA-FAIR

Originally thought of as an artist fair, SINERGIA-FAIR will feature an art market to invigorate the experience of artists, buyers, collectors, and spectators. Participation in the fair is free of charge for artists, however, as an exercise of shared responsibility and benefits, the selected creators are requested to donate one piece to the CETYS University System Collection.

2. SINERGIA-EXHIBITION

Designed as an exhibition to showcase the new pieces that will become a part of the CETYS University System Collection, SINERGIA-EHXIBITION also integrates an homage to artists from Baja California.

3. SINERGIA-CONVERSATIONS

This is a space to exchange opinions on the identity, challenges, and consumption of art today. SINERGIA-CONVERSATIONS will be held at the Mexicali, Ensenada, and Tijuana Campuses with the participation of academics and artists who will talk about topics related to the creative economy, the psychology of consumers, cross-borderization, and the relationship between art and technology.

4. SINERGIA-WORKSHOPS

The pleasure and complexity of creative action will be experienced on the three campuses, through Workshops in which fair artists will guide the participants.

The third iteration of SINERGIA will take place from October 14 to 18, 2024. It is dedicated to the creative exploration of two-dimensional practices and their expansion in reliefs. The topic of the conversations will focus on "The contemporary identity of art: issues, challenges and proposals."

II. BENEFITS AND RESPONSIBILITIES

Aware of the virtuous circle generated by projects that involve all their participants with benefits and responsibilities, the organizers of SINERGIA have designed an event that is based on sharing and coexistence.

The CETYS University System offers artists institutional legitimation, fair marketing prospects with 100% profit on the pieces, the publication of a virtual catalog and various cultural tourism experiences in the Baja California cities of Mexicali, Ensenada, and Tijuana, three destinations that stand out for their natural beauty, their border area, food, and the richness of their wine and craft beer production.

Three pieces per artist will be selected for the event, one of which will be donated by the author to be integrated into the CETYS University Collection, which is permanently exhibited in the campus facilities. The other two pieces will participate in the artist fair that will be held in the Mexicali campus gallery. The artist will receive the total amount of the sale of the piece. It is recommended that pieces are priced between \$2,500 and \$7,000 USD.

During the SINERGIA Visual Arts International Fair, CETYS University System will oversee the safety of the pieces, as well as the transportation, accommodation, tours, meals, and celebrations with the participants throughout the event. Besides donating a piece to the CETYS University System Collection, artists will collaborate by participating in the talks and workshops of the SINERGIA-CONVERSATIONS and SINERGIA-WORKSHOPS events. These activities aim to establish relational experiences between artists and the CETYS Community.

The cost of transportation from the city of origin to Mexicali, Baja California, Mexico, will be covered by the artists, as well as the shipping of the pieces, their insurance in transit to Mexicali and the collection of unsold pieces.

To promote the creative link between art and technology, SINERGIA offers a 15-day residency in the City of Mexicali, which will take place in 2025 as a collaborative project between the selected artist and academics from the institution. The residency will aim to create a piece that incorporates some technology in the artistic concept and image resolution.

III. CALL FOR ENTRIES

Participation in this call implies knowing, accepting, and complying with all the terms, requirements, and conditions established. By registering, participants

are obligated to comply with the participation requirements of the third iteration of SINERGIA, which are not appealable and are not subject to modifications of any kind.

IV. PARTICIPATION

- All two-dimensional and/or expanded relief pieces made between 2023 and 2024 in pictorial, drawing, graphic, photographic-based and hybrid practices by national and foreign artists of legal age, residing in Mexican or foreign territory, may participate.
- The pieces must be distinguished by creative innovation in their concept, and the exploration of the discipline and/or technique corresponding to their visual resolution.
- Submitted pieces, whether individual or polyptych, must not exceed 100 cm on each side, with a total weight of no more than 20 kilograms. These measurements and weight include support, stretcher, or frame.
- Submitted pieces must not exceed \$7,000 USD.
- If the artist is selected, submitted pieces may not be substituted by other pieces by the same author.
- The application period begins with the publication of this call in January 2024 and closes on July 15 of the same year.

V. REGISTRATION

- Registration will be done digitally at <https://www.cetys.mx/sinergia2024/>
- Three finished pieces per author must be submitted.
- It is essential that the author provides all the requested information, which consists of:
 - Personal information.
 - General artist statement.
 - Presentation of the concept of the pieces or the project that supports them.
 - Technical datasheet of each piece.
 - Resume.
 - Acceptance of terms and conditions.
- If the application is successful, a folio number will be generated and appear at the end of the online registration.
- A downloadable file will be activated for selected artists including three letters that must be signed:
 - Letter stating the authorship of the pieces.
 - Commitment letter for donation of the piece selected by the jury.
 - Authorization letter for reproduction rights of the image of the donated piece.

VI. SELECTION

- The CETYS University System will form a Selection Committee made up of academics, art specialists and creators from Baja California.
- The Selection Committee will choose 15 authors and, of the three submitted pieces, will select the one that will be donated to the CETYS University Collection.
- The Selection Committee will issue its ruling on August 1, 2024. The ruling will be final.
- The information about the ruling will be announced on the SINERGIA website on August 1, 2024. Selected artists will receive the information on that same day.
- Pieces that do not comply with all the requirements set out in this call will not be evaluated.
- Selected pieces may not be replaced with other pieces by the same author that were not submitted.
- The 15 selected artists will participate in the exhibitions, conversations, workshops, and cultural tourism events that make up the third edition of SINERGIA.

VII. SHIPPING, RECEIPT AND COLLECTION OF PIECES

- The selected authors will be responsible for the packaging, shipping to CETYS Mexicali Campus, insurance during transfers between the city of origin and Mexicali, and the collection of unsold pieces.
- The submission must include the three letters indicated in the "Registration" section with the authors' signatures.
- Pieces must arrive at CETYS Mexicali Campus between August 15 and September 16.
- If there are any special mounting requirements, artists must include instructions with the pieces.
- Materials used in the pieces, as well as packaging of the pieces must be dry and not be in danger of disintegration or deterioration.
- When pieces are received, CETYS will issue a "conservation state diagnosis" that will be included in the receipt note, which will be sent digitally to participants.
- CETYS University System will assume the responsibility of the safety and conservation of the pieces from receipt to delivery of unsold pieces.
- Pieces that are not sold during SINERGIA-FAIR must be collected by artists on October 19 by the end of the event. After that, CETYS University System will not be responsible for the safety, storage, or commercialization of the pieces.