

12x12 New Artist Guidelines:

The *12x12 Art Fundraiser* is OVAC's biggest fundraising event of the year, raising money for all programs. Participating artists must create a work that conforms to the dimensions of twelve-by-twelve inches (or twelve-by-twelve-by-twelve for 3D work). Bids for each piece begin at \$200. Collectors who fear losing a piece of art in the auction may "Buy It Now" to trump the auction.

12x12 artists are selected by a volunteer 12x12 Art Committee in the late spring/early summer. Artists who sell in the previous year are automatically invited back. The number of new artist invitations is determined by how many artists did and did not sell in the previous year. In 2015, we were very proud to increase the number of artists served from 150 to 175, which opened up more new invitations.

New artists are voted on by committee members. As it is OVAC's only annual fundraiser, the selection process is highly competitive. The 12x12 committee strives to represent a wide variety of artists statewide in this exhibition, keeping in tune with OVAC's mission. The committee is often impressed by a strong digital presence, including an up-to-date artist website, regular social media posts, and participation in [OVAC's online gallery](#). We encourage those interested in 12x12 to [join as OVAC Members](#) and put artwork up on the virtual gallery for potential consideration by our committee. However, OVAC membership and online gallery presence is not a requirement for 12x12 artists.

Timeline:

JUNE 1, 2022: Priority deadline for artists to be considered for this year's 12x12, held annually in September. You will be notified if you have been accepted as a participating artist, or placed on the list of alternates, by no later than June 30. If you are an alternate, you may be contacted with the invitation to fill an artist's drop out spot up until August 26.

JUNE 15: Artists who submit by this deadline may be considered for this year's 12x12, but may instead be considered as an alternate if this year's list is full. You will be notified if you have been accepted as a participating artist, or placed on the list of alternates, by no later than June 30. You may be contacted with the invitation to fill an artist's drop out spot up until August 26.

JULY 15: Deadline to be considered as an alternate if an artist drops out of this year's 12x12. You may be contacted with the invitation to fill an artist's drop out spot up until August 26.

Click here to apply. If you apply AFTER July 15, your application will NOT be considered for inclusion in 12x12 until the next spring, for the following fall.

12x12 is held annually in September. You can find this year's details at 12x12ok.org.

Requirements to Apply: Artists must be current residents of Oklahoma. Artists whose work did not sell in 12x12 the previous year, must wait at least one year before being considered for invitation once again. Please apply with three images that represent the style of work you plan to create for 12x12. One of these images may be the exact piece you want to submit, but it is not required that you have made a 12x12 piece before submitting. Selected artists who submit work early and sell work for the Buy-It-Now price in a preview exhibition, will be invited to create a second piece for the fundraiser. Artists must agree to the bidding structure for 12x12. All minimum bids start at \$200. No Buy-It-Now price is lower than \$300. See "Information About Bidding" below.

Information About Bidding: Preview exhibitions are held prior to the 12x12 Art Fundraiser event. Selected artists who complete all requirements to participate by July 15 will be considered for inclusion in a preview exhibition. During this time, work is available for sale for the Buy-It-Now price, which OVAC staff calculates by multiplying the piece's retail value by 150%. For example, if the retail value of your work is \$400, the Buy-It-Now price will be set at \$600. If a piece sells for the Buy-It-Now price during a preview exhibition, the artists is invited to submit a second work of art for the main fundraiser event.

On the night of the 12x12 Art Fundraiser in September, ALL minimum bids start at \$200, whether it is your first time participating or your 20th time. Bids increase in increments of \$25. Throughout the night, any guest may choose to secure your piece by purchasing it for the Buy-It-Now price, which will not be lower than \$300 and has no maximum limit. Artists may choose to keep a 50% commission, keep a 25% commission, or donate all of their commission OVAC. Selected artists will choose their commission preference when they complete paperwork at artwork drop-off.

For questions, contact Alexa Goetzinger by email at alexa@ovac-ok.org or call (405) 879-2400 Ex. 3.