



Postcards to Dalí
For Pinellas Middle & High School Art Students
January 11- February 20
1 Dalí Blvd., St. Petersburg, FL 33701
www.thedali.org

The Surrealists saw postcards as a source of marvel and mystery, and Dalí was attracted to postcards as well as miniaturist art because of its intimate jewel-like appearance. So what better way to celebrate the opening of the new Salvador Dalí Museum than to have a student surreal postcard competition? To mark the opening, this year's "Student Surrealist Art Exhibit" has been titled *Postcards to Dalí*. This theme invites students to reflect on what their thoughts about Dalí and the new museum, and to explore mystery, enigma and dream themes on an intimate scale (8x10"). Students can use any number of techniques or combinations: drawing, collage, watercolor, acrylic, digital photography, etc., or they could choose to create a mixed media relief (also 8x10"). A selection of winning entries will be reproduced as part of a Student Surrealist Postcards packet. To help jumpstart the creative process, a selection of intriguing postcards has been attached to show your students.

IMPORTANT DATES

-Work Due: December 10, 2011 to the Pinellas County Schools Art Office

Pinellas County School Administration Building, 301 4th St. SW, Largo FL 33779-2942. Ph: 727-588-6057

-School Admin. Hours: 8:00 am - 4:30 pm

-Show Dates: January 11 – February 20, 2011

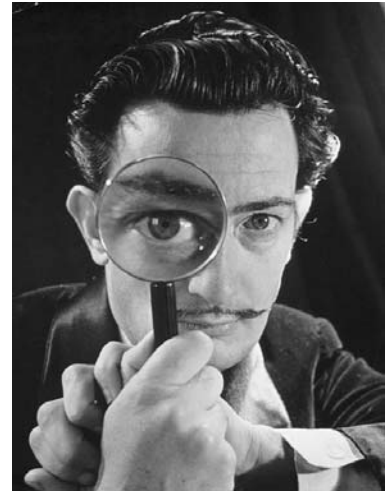
-Student Reception: Tuesday, February 1, 2011 6:00 - 8:00 pm. at the Dalí Museum.

-Awards presented at 6:45 pm.

-Free admission extended to all student artists, their families and school personnel only on night of reception.

ENTRY INSTRUCTIONS

- 3D artwork will not be accepted for the 2011 exhibition.
- Due to the nature of this year's theme, students are required to adhere to a standard format: **All artwork MUST be mounted on 8" x 10" poster board and NO Mat. All work must have a stable backing on it. Relief work of up to 1/2" thick will be accepted, mounted on 8X10 poster board and NO Mat.**
- Entries: 8 per teacher - one work per student
- Entry Forms: **NEW THIS YEAR - Pinellas County Schools**, Complete entry form in art database at: http://www.arts.pcsb.org/DBase/iwp_home.html
Non Pinellas County Schools, download entry form from: <http://www.arts.pinellas.k12.fl.us/art/calendar.html>
- Attach completed entry form to the top back of each piece of artwork.
- The Dalí Museum is not responsible for damage to art during transport or while at the museum.
- Framed artwork will not be accepted.
- The Dalí Museum wishes to show varied work and represent as many schools as possible, so please avoid submitting similar work by different students. Sloppy work or work that is poorly presented will be disqualified from the competition.



AWARDS & JUDGING CRITERIA

Awards: three honorable mention, three merit awards, and three awards of excellence for middle school, three honorable mention, three merit awards, and three awards of excellence for high school.

Level 4	Shows strong evidence of theme. Shows creative inventiveness and imagination. Communicates a personal message. Artwork is 8" x 10" mounted on poster board with NO matt Shows excellent technical use of media.
Level 3	Shows evidence of theme Shows some creativity and personal inspiration. Artwork is 8" x 10" mounted on poster board with NO matt Shows good technical use of media.
Level 2	Shows little evidence of theme Artwork is 8" x 10" mounted on poster board with NO matt Relies on appropriated or copyrighted photographic resources but is technically accomplished. Inconsistent use of media and appears not finished.
Level 1	Does not show any evidence of theme Artwork is not 8" x 10", NOT mounted on poster board Relies heavily on appropriated or copyrighted photographic resources Little or no control of media

If you have any questions, please contact **Bethany Mead**, Education Coordinator at bmead@thedali.org, or **823-3767, ext. 3024**.



1000 3rd Street South St. Petersburg, FL 33701 * (727) 823-3767 www.thedali.org

The Salvador Dalí Museum is sponsored in part by the Pinellas County Arts Council, the City of St. Petersburg, the State of Florida, Department of State, Division of Cultural Affairs and the Florida Arts Council.

