

New York Armenian Students' Association
The 62nd Annual ASA Artists' Ball
Saturday, October 1, 2011 & Sunday October 2, 2011
Ico Gallery (606 West 26th Street, Chelsea, Manhattan, NYC)

February 2011

Dear Applying Artist,

On behalf of the Artists' Committee, it is with great pleasure that we extend to you an invitation for submissions to this year's *62nd Annual ASA Artists' Ball Exhibition*. **The event will be a two-day exhibit at Ico Gallery in Chelsea, New York, beginning on Saturday, October 1, 2011 and lasting until Sunday, October 2, 2011. The opening reception will be held on Saturday night.**

The Artists' Committee, comprised of professional artists, is accepting applications and will make its selections based upon your entries. Submissions may be sent as digital images, photographs, CDs, or DVDs and should accurately represent the work that you will be submitting for the exhibition. Film/video artists who are interested in presenting their work are welcome to submit CDs or DVDs. (Please note: film/video artists must provide their own playback equipment the day of the exhibition.)

Completed application forms and images representing your work **must be post-marked by Monday, May 30, 2011**. Please do not send applications by certified mail or signature required. These applications may not be received and, therefore, will not be considered. Due to time constraints, late applications will not be accepted. You will be notified of the committee's decision by email after each application has been reviewed. The Artists' Committee reserves the right to accept any, but not necessarily all, submissions from each applicant.

The Artists' Ball has grown successfully each year in the number of attendees, the quality of the work shown and the number of pieces sold. With the participation of so many professional artists, we are guaranteed a spectacular event for our 62nd Anniversary show.

We look forward to reviewing your application, and we'd like to encourage you to present your most ambitious work. Please review the enclosed Application Checklist for more details. In addition, kindly fill out the attached Artist Application Form, including a biography of yourself, and return it by May 30, 2011. **Applications must be *post-marked* by the deadline to be considered.**

We appreciate your interest and look forward to the opportunity to work with you on this year's exhibition.

Sincerely,

Artists' Committee
ArtistsBall@asainc.org