

37days Artist Trading Cards

An invitation for artists of all kinds to create Artist Trading Cards for possible use in the upcoming 37days book and 37days set of Artist Trading Cards.

Timeframe

This event will take place between November 19 – 29, 2007.

Background

In 2008, a book based on the blog, 37days, will be published by Skirt! Books, an imprint of Globe Pequot Press. The book will feature 37 essays from the blog, each providing the reader with a story and a challenge for living a more intentional life. After seeing an Artist Trading Card created by Donna Miller (www.donnabmiller.typepad.com) after she read one of the posts on 37days, the author (that would be me, Patti Digh) realized that she wanted to involve 37days readers in creating art for the book. This invitation is the result. While the publisher will have final say, and not all essays may be used in the book because of design considerations, it is my hope that together we can create the “look” of 37days, both for the book and a set of 37 Artist Trading Cards that can be used to remind us daily to live fuller, richer, more intentional lives. I hope you’ll participate.

Process

1. Each artist interested in participating will need to send an email to patti@thecircleproject.com indicating their interest **by Friday, November 16th**. (See Step #2 for additional information to include in that email)
2. Randomly chosen essays will be assigned to artists (from the 37 that will be in the book) and a link to those essays will be sent via email on Monday, November 19th. You may design more than one card—in your initial email, please indicate how many essays (between 1-4) you would like to work on so I can send the appropriate number of essay titles. If you have a favorite 37days essay or two that you’d like to work on, let me know in your initial email to me and I’ll do my best to assign those to you!
3. Artists will have **10 days** to create their Artist Trading Cards and will email them to me no later than **Thursday, November 29th**.
4. Depending on the number of artists involved, more than one artist may be developing their vision for the same essay--in which case, the publisher will make the final decision on which one is used.
5. All Artist Trading Cards will be forwarded to the publisher with the book manuscript on December 1st and the publisher will have final say on which pieces are included in the book.
6. All those participating will be acknowledged in the book, and those whose artwork is used will be listed along with their website URLs in the book.

Card Content

While the artistic interpretation of the essay is up to the individual artist, there are certain design elements that will be important in each ATC:

1. Because it is expected that these will be used to introduce each of the 37 essays in the book, incorporating the number (Day 1, Day 2, Day 3) will be important (see sample from Donna Miller on following page). The number will be provided with the essay titles.

2. To reinforce the essay message and challenge, using the essay title will be required.



Technical Information

Thanks to artist Donna Miller for her help with these specifications.

Artist Trading Cards are traditionally 2.5 x 3.5. However, in order to get the quality the publisher desires, artists will need to design their entries at 7.5 x 10.5. Digital artists will need to design at 300 dpi. Artist should NOT round the edges of their design (even though the sample does show the edges rounded). That way, if the publisher decides to round the edges for that "card" look, the shape will be consistent from design to design.

Because collage artists and digital artists often use the work of others (background papers, ephemera, etc.), it is the responsibility of each artist to ensure that they have publication permissions for any materials that they use.

Permissions

Each artist must complete and mail back the permissions letter on the following page following submission of the artwork.

PERMISSIONS LETTER

Date: November 8, 2007

Dear Friend:

I am preparing a book tentatively entitled "37 Days," to be published by The Globe Pequot Press on or about October 2008. Would you kindly grant the publisher and its successors and assigns nonexclusive all-language world rights to use the following material in the book, in future revisions and editions thereof, and in the exercise of rights related thereto:

Artist Trading Card for 37days: _____ *(essay title or titles)*

These rights will in no way restrict republication of your material in any form by you or by others authorized by you. Should you not control these rights in their entirety, please let me know to whom else I must write.

Please indicate below the credit line you wish to appear in the book:

I will greatly appreciate your consent to this request. Please complete and return this release form to me at the address below. Thank you.

Sincerely,

Patti Digh, 37days, P.O. Box 18323, Asheville, NC 28814 USA

I (we) grant permission for the use requested above. I hereby attest that this is my original work and that I have been granted publication permission for any materials used in the creation of this work.

_____ (Date)

(Signature)

(Name/Title)

(Address)

(Email)

(Website/Blog)