



INFORMATION AND INSTRUCTIONS

Visual AIDS invites you to participate in the **25th Anniversary of Postcards from the Edge** benefit, a unique benefit show and sale of original, postcard-size artworks by established and emerging artists. All artwork is exhibited anonymously, and the identity of the artist is revealed only after the work is purchased. It is not only a highlight of the art world each year for artists and collectors, but also provides essential funding to help us carry out our mission and programming.

We are back in person this year with an opening party and art sale at Ortuzar Projects in Tribeca. We will also offer postcard artworks for sale online to collectors around the world.

****Please do not call the Visual AIDS office number or leave voice messages regarding PFTE, as our staff are still only in the office part time and will not return your call. Email postcards@visualaids.org with any questions you have about the event or the guidelines for submission, and you will receive a reply.****

We will have packets that can be picked up at the Visual AIDS office starting September 23rd. Please note that we have moved to Suite 309 at 526 W. 26th Street – we are no longer in Suite 510.

Here's how to participate:

1. **Create** or attach an original artwork on a postcard or any 4x6" heavy weight paper. Drawings, photographs, paintings, printmaking, and mixed media are welcome. **ONE ENTRY per artist.**

****This year, all artworks will need to be scanned and will only be viewable online. You may want to choose the medium and style of your artwork with this in mind. Please note that fluorescent colors should not be used because fluorescence cannot be represented digitally and the colors will look entirely different. Additions like sequins and glitter, which look great in person, will look like dots and smudges in a digital scan. 3D works, artworks with surfaces that are very textural, have items attached to the surface, have ragged or unusual edges, are oversized (larger than 4 x 6"), or are not rectangular also may not reproduce well in a scanned image and may have their edges or shapes cropped within the format of the web pages designed for the event.**

2. **Sign and Print Name on BACK ONLY.** Also, indicate the top with an arrow.
3. Complete **Submission Forms** for **Collector** and **Visual AIDS.**
4. **Carefully package artwork.** Recommended: wrap artwork in wax paper and place between cardboard. Do not submit charcoal or pastel pieces without fixing them. Do not wrap wet or sticky artwork.
5. If you need **confirmation** that we received your artwork, include a self-addressed, stamped postcard.
6. If you would like your unsold work returned, please include a 6x9" self-addressed, stamped envelope with proper postage. Unsold artwork will NOT be returned unless an **SASE** is enclosed. Visual AIDS is not responsible for artwork lost or damaged in the mail.
7. **Mail** your artwork and forms by **POSTMARK DEADLINE Monday, November 21, 2022**
Mailing address: **Visual AIDS, 526 West 26th Street, #309, New York, NY 10001**

(More information on reverse →)

PLEASE NOTE: It is preferable that you type your information into the Submission Forms, and a fillable PDF of the form can be downloaded at visualaids.org. If you prefer to write the information by hand, please print clearly and legibly to ensure that we spell your name correctly in all of our promotional materials. Please also include an up-to-date email address that you check regularly, as this is how we inform you about the sale of your artwork after the event.

We appreciate your generous donation of artwork. Postcards from the Edge requires months of preparation, processing and hard work to make it a success. There is no entry fee, however you can help cover overhead costs and make this event even better by making a donation with your artwork submission. Every dollar helps and all donations are appreciated!

PFTE is one of our most important fundraisers of the year, and its success will allow us to produce important art activism projects. By participating, artists support our mission, enabling us to produce AIDS-focused contemporary art programs and provide supplies and assistance to artists living with HIV/AIDS, many of whom are unable to continue producing work without such support.

Visual AIDS utilizes art to fight AIDS by provoking dialogue, supporting HIV+ artists and preserving a legacy – because AIDS IS NOT OVER. For examples of our work and more information, visit www.visualAIDS.org.

Thank you in advance for your generosity and support.

Please spread the word and invite other artists and friends.