



NEWS RELEASE



Contact:
Scott Horton Communications
510-735-9200
Bluescott260@hotmail.com

July 5, 2012

For Immediate Release

PALO ALTO ART CENTER ANNOUNCED PHOTO CONTEST OF PATRICK DOUGHERTY INSTALLATION

WINNERS TO BE PUBLISHED IN ON-DEMAND BOOK

CALL FOR PHOTO SUBMISSIONS, DEADLINE AUGUST 3

Palo Alto, CA – The Palo Alto Art Center has announced a contest for photos of environmental artist Patrick Dougherty’s installation, *Double Take*, the winners of which will be published in an on-demand book available on the eve of the Art Center’s October re-opening after its \$7.9 million transformation. Images of *Double Take* in all seasons, especially with human interaction, are welcomed. The contest will be judged by Susan O’Malley, Curator and Print Center Director at the San Jose Institute of Contemporary Art; Veronica Weber, staff photographer at the Palo Alto Weekly, and Patrick Dougherty himself will choose the cover image from the winners. The deadline for submissions is August 3, 2012. Contest updates and winners will be announced on the Palo Alto Art Center Facebook page at www.facebook.com/paloaltoartcenter. Follow the Palo Alto Art Center on Facebook, on Twitter @PaloAltoArt and on its website, www.cityofpaloalto.org/artcenter

Entry guidelines:

To enter the contest participants must email their photos to doubletakephotocontest@gmail.com and include the participant’s name and age in the body of the email.

Photo specifications:

Photos must be .jpg files. Contestants should take and submit photos in as large a file size as possible since small images may not be reproducible in a printed format. Images from cell phones are acceptable. The Palo Alto Art Center reserves the right to reject any image that does not meet its minimum quality standards.

General rules:

By submitting a photograph, participants authorize the City of Palo Alto to use, reproduce, alter, and/or publish the submitted photo. Participants relinquish all control over the images and waive any right to assert a claim against the City of Palo Alto in connection with the use of the photos. Participants recognize that the City of Palo Alto shall own all rights in any publication that incorporates photos covered under this authorization.

(more)

About Double Take

Double Take, a living willow sculpture located at the corner of Embarcadero and Newell Road in Palo Alto, was installed as one of several site-specific art works that have engaged the community during the Art Center's closure, and it has become an iconic and beloved fixture on the landscape since it was created in January 2011. For more information about the Palo Alto Art Center and its October 6 re-opening, visit www.cityofpaloalto.org/artcenter.

Palo Alto Art Center to Re-Open October 6

The Palo Alto Art Center will welcome the public back to its newly transformed space at 1313 Newell Road in Palo Alto in a day-long public celebration Saturday, October 6, 2012 that will feature a dedication, art activities, exhibitions, tours, food and more from Noon to 5 p.m. The Art Center will reopen its doors after a substantial \$7.9 million renovation begun in April, 2011 and which is the result of a successful public/private partnership between the City of Palo Alto, the Palo Alto Art Center Foundation and numerous private, corporate and government supporters. During its time off-site, the Art Center continued to engage the public in its programs as part of a new On the Road series in the community. On the Road not only maintained the Art Center's core community, but increased it substantially.

###