



BLOOMS! 2012
at the
Boston Flower & Garden Show
"First Impressions"

Wednesday, March 14th, 2012 to Sunday March 18, 2012
Seaport World Trade Center
Boston, MA 0221

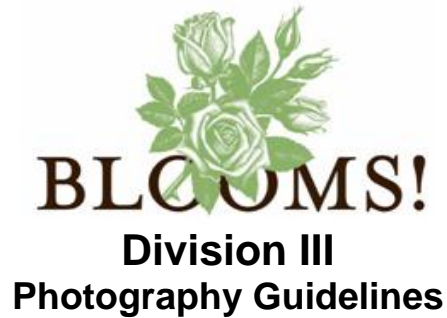
Division III
PHOTOGRAPHY SCHEDULE

AT THE MOVIES

CLASS 1	"Roots" A black & white photograph focusing on one aspect of nature's support system	6 entries
CLASS 2	"Gone With the Wind" A color photograph of a dramatic landscape	6 entries
CLASS 3	"Where the Wild Things Are" A color photograph featuring creative techniques	6 entries
CLASS 4	"The Secret Garden" A color photograph capturing the "mystery of place"	6 entries
CLASS 5	"Through the Looking Glass" A color macro portrait of a plant	6 entries
CLASS 6	"Fried Green Tomatoes" A color still life which includes a kitchen utensil	6 entries

Content of photograph does not need to match book titles.

For more information, contact Beth Hume, 603 433-9092 or
E-mail:thegardenlady@comcast.net



BLOOMS!
Division III
Photography Guidelines

1. Please carefully read and follow the rules, general information and the timetable for exhibitors.
2. Entries will be accepted on a first come, first served basis. An exhibitor may make only one entry per class but may apply for a second choice of class in case their first choice is already filled. **Advance registration is required by January 15, 2012** using the registration form at the end of the schedule. Exhibitors will be notified that they are registered upon receipt of their entry form. If an exhibitor is forced to withdraw the entries chairman must be notified immediately.
3. Photographs that have won first place in any flower or photography show may not be entered in this competition. A photograph that was previously entered and did not place first, may be entered again if the image is altered and newly printed.
4. Each photograph must be the work of the exhibitor, under whose name it is registered. Matting, mounting and printing may be done professionally.
5. Any manipulation at any stage must be the work of the exhibitor. This includes enhancement for color or clarity, removal of a part of the image, combining images, or distorting the original subject.
6. Photography entries should be consistent with the interests of the Massachusetts Horticultural Society such as horticulture, flower arrangement, gardens/landscapes, conservation/the environment, historic preservation, civic improvement and the natural world. Entries deemed to be inappropriate will not be accepted and the exhibitor will be notified.
7. Photographs that feature plant material should identify it, if possible, with both the common and the botanical name on the entry card and on the back of the photograph.
8. All photographs must be **mounted on mat board or foam core with no over-matting and no borders (mounting is cut to same size as photograph)**. The **overall dimension must be no larger than 50"**. (Example: 11 x 14, 12 x 12, etc. Each shape totals 50") **and no smaller than 40"** Paper finish is the choice of exhibitor, although the committee suggests that a glossy finish does not show well under lights. Glass and framing are **not** permitted.
10. Each entry must be labeled on the back of the photograph mounting with the exhibitor's name, garden club and zone (if applicable), address, phone number and class entered. The top of the photograph must be indicated. A title or brief explanation or statement, along with plant material identification, if any, should be included on the

back of the entry or on the entry card itself, if available.

11. Photographs will be hung on a black background. If space allows, photos will be centered and hung as close to 60" from the floor as possible. Each photo will have its own light.

12. Photographs must be received no later than **February 15, 2012** . Send photographs to Vicki Saltonstall, 245 Chestnut Hill Rd., Chesnut Hill, MA 02467. Your registration will be confirmed and receipt of your photograph will be acknowledged. For information, contact Vicki Saltonstall, 617 566-0713, vickisalt@comcast.net.

13. If a photograph entry is to be returned, the exhibitor must provide a self-addressed return label, envelope, postage and packing material. Any award received will be noted on the back before it is returned. Suggested shipping instructions follow:

*EASY SHIPPING * Purchase two 15" x 19" bubble-wrap envelopes. (Smaller envelopes are too tight to easily get images with their various wrappings in and out.)*

** Wrap your matted image between 2 large pieces of foam core (this is very light) or non-bendable cardboard, which will be reused for return.*

** Place wrapped image and folded return envelope (addressed, and stamped) inside the envelope for mailing.*

** Postage: On your return envelope, please add some additional postage to accommodate any entry card, comments and/or ribbons which can tip your package into the next weight category.*

This makes for a very easy straightforward turn-around.

14. Entries may also be picked up at the show on Sunday, March 18 at 6:30 p.m. Under no circumstances may photographs be removed from the show before that time.

15. All photographs will be passed by the photography committee to verify that class specifications have been met. If a photograph is not passed, the exhibitor will be notified and allowed, if time permits, to send a replacement photograph.

16. The photography committee may reclassify an entry, but only with the permission of the exhibitor. The photography committee and the judges may subdivide a class.

17. A follow-up e-mail letter will be sent to all photography exhibitors listing the results of the Photography Division

18. The recommended scale of points by which the classes are to be judged:

Creativity	30
Composition	25
Technical Merit	20
Distinction	15
Interpretation of Theme	<u>10</u>
Total	100



PHOTOGRAPHY REGISTRATION FORM

Photography Registration Deadline: **JANUARY 15, 2012**

Send to: Vicki Saltonstall, 245 Chestnut Hill Rd., Chestnut Hill, MA 02467
OR E-mail to vickisalt@comcast.net

Please print using block letters.

Name: _____ Garden Club/Zone _____

Address: _____

Tel: _____ Fax: _____ E-mail: _____

Class Number

Class Title

1st Choice _____

2nd Choice _____

Date _____



PHOTOGRAPHY ENTRY FORM

Affix the form to the back of the mounting.

Send photograph to: Vicki Saltonstall, 245 Chestnut Hill Rd., Chestnut Hill, MA 02467

Class Entered:

Name: _____ Garden Club/Zone _____

Address: _____

Tel: _____ Email _____

Are you a novice ? Yes _____ No _____

Identifiable Plant Material: _____

Return postage and packaging have been provided so please return my
Photograph, comments and any award(s) _____.

OR

I plan to pick up my photo on March 18. _____