



Joyce Marin.

JUROR

Joyce Marin is a community and economic development professional with a concentration in sustainability and creative entrepreneurship. She has served on the board of directors of the Allentown Symphony Orchestra, formed the Emmaus Arts Commission by ordinance when she served on Emmaus Borough Council. Joyce presently works as a consultant with JuxtaHub, formerly known as the Emmaus Creative Arts & Innovation Center. From JuxtaHub Joyce facilitates a weekly free Creative Entrepreneurs online gathering that provides a supportive environment for creative entrepreneurs.

BAA Berks Art Alliance
3000 Penn Avenue
West Lawn, PA 19609
www.berksartalliance.com

42nd Open Juried Exhibition

Non-Profit Org.
US Postage
PAID
Reading, PA
Permit No. 455

BAA BERKSART ALLIANCE

42ND OPEN JURIED EXHIBITION

SEPTEMBER 10-OCTOBER 10, 2021

at GoggleWorks Center for the Arts, Schmidt Gallery & Gallery 240

Reception October 10, 3-5pm
Awards presentation 4pm

GoggleWorks Center for the Arts
201 Washington Street, Reading PA 19601
www.goggleworks.org

ELIGIBILITY

All artists must be 18 years or older.

Maximum of three works may be submitted; up to three works may be accepted.

Each entry must be an original design concept of the artist, executed within the last three years. Work done in a workshop or with an instructor is ineligible. Committee reserves the right to decline any work that suggests copyright infringement or does not meet the above criteria.

Work previously **exhibited** in a BAA juried show will not be accepted. Previously **declined** works may be reentered. If work that has been exhibited in a previous BAA juried show is reentered, the artist will be prohibited from entering any artwork the following year.

All 2D and 3D media are eligible, with the few exceptions noted here. No video or installations.

All work must be original; mechanical reproductions are not eligible, including reproductions that have been enhanced by the artist. Hand-pulled prints (or professional-quality prints in the case of digital art and photography) are acceptable and must be clearly labeled as such.

ENTRY PROCEDURE

Submissions accepted May 1 – August 10, 2021.

DIGITAL ENTRY PREPARATIONS

- Digital entries must be JPG format with a total file size between 1 and 2.5MB.
- Naming files: A (or B or C)_medium_title (example: A_watercolor_summer bounty.jpg).
- Show only the image; no frame, mat or background.
- REMEMBER: your art will be judged from the photo you submit; make it as professional as you can.
- Go to www.berksartalliance.com to enter.

FEES

BAA members pay \$15 first item, \$10 each for second and third items; non-members pay \$25 for first item, \$15 each for second and third items.

If you wish to become a member or renew your membership, go to berksartalliance.com

COMMITMENT

Entry to this exhibit establishes an agreement on the part of the artist to exhibit selected works under all conditions listed in the prospectus. Substitutions for accepted works are not allowed.

PRESENTATION

All 2D works must be ready to hang and securely wired. Clip frames and saw tooth hangers are not acceptable. For your artwork's preservation, all works on paper, matted or not, or in shadow boxes, should be protected with a covering of glass or plastic.

Maximum size for hanging work is 60" in any direction, including frame. All multi-part 2D works must be within one frame, or parts securely attached to each other.

Sculpture must not exceed 60 pounds, and must safely fit on a 24" square pedestal, or on the floor. Inquire in writing before submitting work requiring unusual floor space.

Intake committee reserves the right to exclude any piece they deem not suitably framed and wired for hanging, or that would be considered hazardous in a public place, or that differs significantly from the digital image submitted.

Submit your best work. Your work will be judged on originality, creativity, technical ability, and presentation.

VIRTUAL EXHIBIT

The exhibit will be live at GoggleWorks Center for the Arts, as their Coronavirus guidelines will allow and will also be online. If the Goggleworks has to close for any reason, the exhibit will still take place on line only and there will be a virtual reality experience of the online show. We will request additional framed images of your accepted art for the virtual show. All other terms and conditions of this prospectus will apply to a virtual only show, including entry fees and procedures, eligibility, deadlines, awards, sales, and promotions. Note: the artist might be responsible for shipping/delivery of their artwork to a buyer if the exhibit becomes virtual only.

INSURANCE/SALES

Insurance is limited to the duration of the show. Insurance claims must be made to GoggleWorks Center for the Arts prior to the removal of art from the exhibition space. No other claims will be honored.

All artwork must be for sale. A 35% commission on all sales will be charged. Artwork selected for the Patrons' Choices will become the property of the patron after full price is paid. All sales are final.

Submission to this exhibit grants permission for photography of your work for promotional and educational purposes connected with the exhibition.

DELIVERY OF ACCEPTED ART

**Friday, September 3rd, 5-9pm
and Saturday, September 4th, 2-6pm.**

Hand-deliver to the Schmidt Gallery on the second floor of GoggleWorks Center for the Arts.



In order to be considered for an emerging artist award, you must sign up at drop off and verify that you have had art in less than three shows and have been pursuing your art seriously for less than two years.

No shipped works will be accepted.

No work may be removed from the exhibit, for any reason,

PICK-UP

Monday, October 11th, 6-9pm

Pick up work at the Schmidt Gallery on the second floor of GoggleWorks Center for the Arts. If an artist sends a representative to pick up the work, the representative must bring permission in writing signed by the artist.

Unclaimed work will be charged \$25 per day storage fee. Any artwork not claimed within fifteen days will become the property of the Berks Art Alliance and will be sold at auction to fund the organization's programs. Work is not insured after January 4th.

CALENDAR

Saturday, May 1 Website opens for submissions

Tuesday, August 10 Deadline for entries

Friday, August 20 Jurying results emailed and at:
www.berksartalliance.com

Deliver work to the Schmidt Gallery at GoggleWorks:

Friday, September 3 5-9pm

Saturday, September 4 2-6pm

Friday, September 10 Show open for viewing
Patrons' exhibit

Friday, September 17 Facebook Live
Awards announcement 7:30pm

Sunday, October 10 Closing Reception 3-5pm
Awards presentation at 4pm
Show closes

Pick-up at the Schmidt Gallery at GoggleWorks:

Monday, October 11 6-9pm

AWARDS	First Place \$750
	Second Place \$450
	Third Place \$300
	5 Honorable Mentions \$100 each
	Patrons' Choices*
	Emerging Artist Award**
	Special Awards, TBA
	<i>*A patron supports the juried show by pledging \$200 in advance in order to have the opportunity to choose an accepted piece prior to the show opening.</i>
	<i>** An emerging artist is defined as one who has displayed in less than three shows, has been pursuing their art seriously for less than two years, and is accepted into our show. Sign up at drop off required.</i>

INQUIRIES/QUESTIONS

Questions can be emailed to:

BAAjuriedexhibition@gmail.com

Subject line: 2021 Juried Exhibit

Or call 610.463.6042 (Victoria Lawrence)

BAA BERKSART ALLIANCE

2021 OPEN JURIED EXHIBITION ENTRY LABELS

Entry A Label

2021 BAA JURIED SHOW

Name _____

Title A _____

Medium _____

Size _____

Price \$ _____

I am an emerging artist (exhibited in less than 3 shows, have been pursuing art less than 2 years).

Your Contact Information

2021 BAA JURIED SHOW

Name _____
Last, First

Address _____

Phone _____

Email _____



Entry B Label

2021 BAA JURIED SHOW

Name _____

Title B _____

Medium _____

Size _____

Price \$ _____

Please **PRINT CLEARLY** and fill everything out completely.

Turn in your contact card with your artwork.

Attach entry label(s) to the back of the frame(s) so they can be read from the front. If this is done before you arrive at intake, your processing will go more smoothly.

Entry C Label

2021 BAA JURIED SHOW

Name _____

Title C _____

Medium _____

Size _____

Price \$ _____

