



the palette

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Mission Statement

The Berks Art Alliance is a non-profit organization whose objective is to encourage artists by providing workshops, exhibitions, and information that will keep the artistic momentum alive and growing.

General membership meeting

Tuesday, May 10th, 2022, 7pm

Yocum Institute for Arts Education, West Lawn

Wheat Weaving with Linda Beiler

Wheat weaving is a folk art which celebrates a successful harvest. Straw designs were made at the end of harvesting with a belief in a spirit that caused the grain to grow. To provide a resting place for a growing spirit, a weaving was made from the last grain cut or a choice bundle of grain. This design was kept in a safe place until the following spring when a new crop was planted. At that time, the design was crushed and returned to the soil with the newly planted crop. When the crop grew, the belief was reinforced.



Linda Beiler joins with today's straw artists as a continuance of an art form which is perhaps as old as civilization itself. Some of the designs she makes are traditional ones; some are of her own design.



Straw can be plaited into designs, dyed colors, flattened and cut into shapes similar to marquetry in woodworking. Split lengths of the straw stem may be shaped into designs or spun into straw threads. She also makes paper from straw. Linda is a member of the National Association of Wheat Weavers, a juried member of Lancaster Designer Craftsmen, Reading-Berks Guild of Craftsman, and the Pennsylvania Guild of Craftsmen. She is on the Roster of Artists in Education with the Pennsylvania Council on the Arts and has been an instructor at the John C. Campbell Folk School in Brasstown, North Carolina.



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thoughts

from the
other side of
the palette

During the past year a lot of progress has been made toward achieving normalcy. We had a successful member show and are looking forward to our juried show at GoggleWorks in September.

At a recent board meeting we took the opportunity to take note of important differences between the two exhibits. Our members' show provides an opportunity for members to share both recent work and forgotten older work, experiments, new media, learning experiences, master work copies, etc. In other words a "no-holds-barred approach" (within the bounds of good taste). Paintings based on copies of other people's paintings or photographs should follow the standard practice of being signed as in the following example: "Jane Doe after Mary Cassatt."

The juried show, in contrast, is a bit more demanding. Artists will submit what they consider some of their best original, recent work. Among the main factors juror's look for, to the best of their abilities, are creativity, originality, and design. That is one reason the prospectus stipulates that works should not be the product of workshops or classes. Work created in open studios or that are modified based on discussion in critique sessions with other artists don't fall under this limitation. The stipulations in our juried show prospectuses have stayed pretty much the same over the years and are more generous than those of some

other art groups, including in this region. Ultimately, we leave it to the integrity of the artists to decide what fits within the guidelines and the juror to make his or her choices.

Elsewhere in this issue you will find a list of the nominees for the board of directors for the coming two years along with a list of nominees for responsible appointments.

As we move into the warmer weather we will be holding several "Just Show Up" Plein Air sessions. The first is slated for Sunday, May 15th, 3:00 - 6:00 PM at the Historic Poole Forge 1940 Main Street, PO Box 127, Narvon, PA 17555 Contact: Helen Reinhold Gordon @ helenreinholdgordon@gmail.com or and or Charlene Jobe @ icharlenejobe@gmail.com for more information.

Keep an eye out for other Plein Air opportunities.

On another note: the board discussed holding monthly critique sessions in person at Yocum Institute in place of the Still Life Open Studios which have faltered following the Covid shutdowns.

Finally, we are pleased to announce following a two-year hiatus the ever-popular Highlands Show is back on this year. Pencil-in Wednesday, November 2 for dropoff and Friday November 4 for the reception. As of now the reception will be alcohol-free.

Jay Ressler, President

onexhibitlocally

Allentown Art Museum

31 North Fifth Street, Allentown, PA 18101 • 610.432.4333
Thursday through Sunday 11am-4pm

Indian Sculpture: Avatars of the Hindu Gods

The Art & Craft Gallery of Hamburg

320 State Street, Hamburg, PA 19526 • 610.562.3106
Monday through Friday 9am-4pm, Saturday 10am-3pm, closed Sunday

May: Jay Ressler

June: Martha Ressler

Art Fusion 19464

341 Beech Street, Unit 1 (Beech Street Factory), Pottstown, PA 19464 • 610.326.2506

Tuesday through Friday 10am-5pm, Saturday 10am-3pm

Revival

Art Plus Gallery

604 Penn Avenue, West Reading, PA 19611 • 610.375.9122
Tuesday noon-5pm, Wednesday through Saturday noon-7pm, Sunday 11am-4pm

May: Jeff Grabert

June: Friends of Art Plus Gallery

Boyer Gallery

Hill School
860 Beech Street, Pottstown, PA, 19464 • 610.326.1000

End of Year Student Art Exhibition

Clay on Main Gallery

313 Main Street, Oley, PA 19547 • 610.987.0273
Saturday 10am-5pm and Sunday 1-4pm or by appointment

Church Street Gallery

12 South Church Street, West Chester, PA 19382
Wed.-Fri. 12pm-4pm, Sat, 12pm-5pm

Charles Schmidt

The Demuth Museum

120 East King Street, Lancaster, PA 17602 • 717.299.9940
Tues. Thurs. Fri. Sat. 10am-4pm, Sun. 12-4pm

Between Two Worlds: Helen Berggruen

Fine Arts Center Gallery at Pottstown

Montgomery County Community College
West Campus, North Hall, 16 High Street, Pottstown, PA 19464 • 215.619.7349
Temporarily Closed

Freedman Gallery

Albright College, Center for the Arts
13th and Bern Streets, Reading, PA 19612 • 610.921.7715
Tuesday-Friday 9am-5pm, Sunday 1-4pm

Upcoming meetings

Everyone who is a member is welcome and encouraged to attend our Membership and Executive Board Meetings. Let us know your opinions and suggestions.

Membership Meetings:

May 10, 7pm
September 10, 7pm

Board Meetings:

July 12, 6:30 pm
October 11, 6:30 pm

May meeting:

You are welcome to bring a light refreshment to share to the March 8 Membership Meeting.

Questions, Contact Betty Sustello (610) 678-5284.

Don't forget to wear your name tag.

Needaride? call us...

Now that it looks like in person meetings are starting up again we are looking to update our list of volunteers able to pick up members and bring them to the meetings.

If you would like your name added to the drivers' list, please send to Kelsey Showalter at kelseyshowalter@gmail.com. This list will be published in each Palette. Thank you to all who volunteered in the past.

(continued next page)

onexhibitlocally

New!!!

Welfare Secretary:

Please call or email Fran Parzanese at 610-779-4751 or fnp231@gmail.com with any news of folks who are hospitalized or convalescing, in addition to news of members who have passed. Fran will send cards from BAA.

Freyberger Gallery

Penn State Perkins Student Center

Broadcasting and Harper Roads, Reading, PA 19610 • 610.396.6140
Mon.-Wed. & Fri 10am-5pm, Thursday 10am-8pm, Sat. & Sun. 12-4pm

Gallery 222

222 East King Street Malvern, Pa 19355

Weds. - Sat. 11am-5pm

Goggleworks Center for the Arts

201 Washington Street, Reading, PA 19601 • 610.374.4600

Daily 9am-9pm

14th Annual Juried Exhibition

Lancaster Museum of Art

135 North Lime Street, Lancaster, PA 17602 • 717.394.3497

Tues. Thurs. Fri. Sat. 10am-4pm, Sun. 12-4pm

Marlin and Regina Miller Gallery

Kutztown University

Kutztown, PA 19530 • 610.683.1575

Mon. - Fri. 10am-4pm, Saturday 12-4pm, Sunday 2-4pm

Art Education Seniors

Miller Gallery

Alvernia University

Francis Hall, Main Campus, Reading, PA 19611 • 610.796.8259

Monday through Saturday, 10:30am-2:30pm

NAP Exhibition Space

173 West Main Street, Kutztown, PA 19530 • 610.683.6440

Fri. & Sat. 11am-3pm, Sun. 12-4pm

Reading Public Museum

500 Museum Road, Reading, PA 19611 • 610.371.5850

Daily 11am-5pm

Dinosaur Explorer

Red Raven Art Gallery

138 N. Prince St., Lancaster, PA 17603

Tues., Thurs., Fri., Sat. 10 - 5 pm, 1st Friday of the Month 10 - 8:30 pm

May: Michelle Spiziri, Eric Fowler, Lee Lovett, Dick Whitson

June: Marilene Sawaf, Carlisle Vicenti, Gaylen Bray

Studio B

39A East Philadelphia Avenue, Boyertown, PA 19512

Saturday & Sunday 12-2pm

Reflections

Visual Expansion Gallery

132 N. High Street, West Chester, PA 19382

Monday through Saturday 10am-5pm

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onexhibitlocally

Walk In Art Center

220 Parkway, Schuylkill Haven, PA 17972
Monday through Friday 9am-4pm, Saturday 1-5pm

Yocum Institute for Arts Education

3000 Penn Avenue, West Lawn, Pennsylvania 19609 • 610.376.1576
Monday through Thursday 9am-8pm, Fri. 9am-6pm, Sat. 9am-2pm

Back After 2-years!

The BAA Highlands Show

Tentative schedule:

Intake: Wednesday November 2, 2022
Reception: Friday, November 4
Pickup: Friday, January 20, 2023

Volunteer Needed!!!

We need a social media volunteer to manage our Facebook and Instagram accounts.

A recent Berks Arts Roundtable reviewed the importance of using these promotional tools for all Art organizations in the area. The presentation emphasized the importance of using tools like the professional version of Canva or Adobe Spark (which is included with Adobe's basic PhotoshopCC package) for organizing and unify social media messaging. They also enable collaborative efforts. Access to Spark or Canva-Pro would be helpful but not absolutely necessary.

Anyone interested in Volunteering contact:
Jay Ressler (Phone or text 412.445.7319)



Thursday member open studio and coordinators

MorningPortrait

Portrait Workshop

9:30am-12:30pm

For questions, suggestions on models, or more information, contact:

Barbara Post 610.779.4691

Tony Kleiner 610-372-7235

AfternoonStillLife

1-3:30pm

Irene Dobson 610-780-7630

Elaine Briner 610.413.0137

EveningLifeModel

7:30-9:30pm

Caroline Jepsen 610.781.3081

(every other week until further notice; call Yocum Institute to be sure it is in session)

Open studios take place in Art Room 2 on the ground floor of the Institute; in good weather still life painting may take place outdoors.

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Deadline for the next Palette (May/June) is August 15th. Send information to Kelsey Showalter at kelseyshowalter@gmail.com (please include BAA in the subject line) or Kelsey Showalter 47 Overlook Rd. Morgantown, PA 19543
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If you have good news: If you are included in an exhibit or have recieved an award, anything you are proud of and want to share with other members, contact Kelsey Showalter at kelseyshowalter@gmail.com and we'll include it in the next Palette.

membernews

At our May meeting we will hold elections for officers.

The following names have been placed in nomination for the Board:

President - Jay Ressler
Vice President- Kelsey Showalter
Recording Secretary - Gloria Powell
Charlene - Corresponding Secretary(eBlasts)
Chris Gamber - Treasurer
Elaine Reinert - Programs Chair
Cindy Hess - Membership Chair

The following persons have accepted responsibilities for next year:

Member Show 2023 - Nicole McGonigal
Juried Show 2023 - Gloria Powell
Palette - Kelsey Showalter
Website - Lynn Millar
Welfare Secretary - Fran Parzanese
Workshops - Donna Unger, Charlene Jobe
Greeters - Joanne/Martha
Studios - self-selecting

The March member meeting of BAA was well attended, and highlighted by the painting demonstration by award winning painter Katriel Srebnik.



Reading-Berks Guild of Craftsmen Presents

Spring Craft Show

----- at -----

RENNINGER'S FARMER'S MARKET
740 Noble Street, Kutztown, PA 19530

SATURDAY MAY 7th, 2022 9AM TO 3PM

Outside under the Pavilion



- JURIED ARTISANS
- FREE ENTRY
- RAIN OR SHINE

Chapter of The Pennsylvania Guild of Craftsmen

membernews

Hawk Mountain Art & Music Event to Benefit Todd Gladfelter

Berks Art Alliance artist Jon Bond and prominent Berks County musician Dave Kline will be joining forces once again on a special collaborative event in May 2022. Jon will have a major exhibition of art titled "Mountain Magic" and Dave and the Mountainfolk Band will perform a free community concert to benefit fellow artist Todd Gladfelter. Gladfelter a well-known chainsaw artist who has regularly demonstrated at Hawk Mountain and in Northern Berks suffered a tragic fall this past Thanksgiving leaving him with major paralysis. Anyone wishing to offer immediate help can visit the link below. Todd's niece Ashley Mikulsky has set up an online fundraiser at <https://gofund.me/9d1e51a1>

Road to Recovery Concert & Fundraiser at Hawk Mountain Sanctuary on **May 28th** from 12-5 pm:

11:45 to Noon - Keith Brintzenhoff
Noon to 12:45 - Crow Hill
1 to 1:15 - Luke Hertzog
1:15 to 1:45 - Texas Rose Band
2 to 2:45 - Big Valley Bluegrass
3 to 3:45 - The Youngers
4 to 4:45 - Dave Kline & The Mountain Folk Band & guests
4:45 - Bryce Gladfelter's video presentation.
4:50 to 5 - Singing of "You'll Never Walk Alone", followed by Todd joining to perform a song with Dave and other musicians who want to be in final jam.

Additional details about "Mountain Magic" can be found at jonathanbond.com

Jon can also be contacted at 610-756-4490 or bondart@ptd.net



Special Event Fundraiser with Dave Kline And Jon Bond
at Hawk Mountain for Todd Gladfelter
Details to Follow

JON BOND
**MOUNTAIN
MAGIC**

SCENES REAL AND IMAGINED

HAWK MOUNTAIN May 27-June 26



Housing needed for artists

Plein Air West Reading is in need of housing for some of the artists during the plein air; if you have extra space and would like to open it to a participating artist, please contact Jay Ressler jmressler@gmail.com or Russ Slocum slocumadv@gmail.com for additional information. Your guest usually leaves a painting for their host for their kindness.

Swim in the Magic

PHOTOGRAPHY AND PAINTINGS BY JAY RESSLER

Featured Artist May 2022

Reception:

Sat, May 14, 2 to 4 PM

Artists' Talks: 3:00 PM

- Jay Ressler
- Janet Barr, Local Author
- Musical entertainment

Light Refreshments

Hamburg Art & Craft Gallery

320 State St. Hamburg PA



Took a Trip Into the Universe, Composite Photograph, Jay Ressler

Enjoy Painting Plein Air

Our first plein air outing will be:
Sunday, May 15th, 3:00 - 6:00

1940 Main Street, PO Box 127, Narvon, PA 17555

<http://historicpooleforge.org>

Many sites to paint at the park and around the area.

More information to follow or contact:

Helen Reinhold Gordon @
helenreinholdgordon@gmail.com

and or Charlene Jobe @
icharlenejobe@gmail.com

Join in the fun. More dates to follow.





Featured
in May



Reception:
Friday, May 13th
5-8PM

ZOOM WITH A VIEW
Exotic corners of the world
through the lens of Jeff Grabert



Featured
in June



Reception:
Friday, June 10th
5-8PM

THE ART OF FRIENDSHIP
The Friends of Art Plus Gallery

Enjoy the show in the gallery and online at www.artplusgallerypa.com

membernews

Hawk Mountain Art and Studio Tour

Artist Booths at Hamburg Community Park • June 4, 2022

Artists from the Hamburg Area Art Alliance are participating in the annual event highlighting the work of local artists. Artists from around the region are welcome to join us in displaying their artwork on the banks of the Schuylkill River for this exciting activity.



Booth Fees: HAAA Members \$20; Nonmembers \$30.

Call (610) 562-3106 to reserve a spot. Speak to Kaley or Deena.

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The Pottstown Area Artists Guild announces the continuation of the Spring series of the Masters of Art talks with a May talk and a June Art Show:

In May, artist Jean Esther to talk about teaching the Next Generation.

This talk will be presented by Pottstown Area Artists Guild on May 17th, 2022 at 7pm. Information about attending this talk will be available at <https://paag.info/meeting-times/> starting May 1st., and, of course, this event is free and open to the public.

Jean Richard Esther will be talking about his experience and plans in teaching the next generation youth about doing animation and production of animated works using many examples from his past projects. He will also be sharing what's happening now at his new studio near Reading.

Information about the Pottstown Area Artist Guild and its other events is available on their website at www.paag.info.

In June, the Guild's annual open juried Art on The Hill Art Show returns. The show opens June 3rd with a reception for the artists from 5 PM to 7 PM. This reception is free and open to the public. An awards ceremony will be held at 5:30 to recognize the outstanding entries with awards. Then the show will then be open from 9 AM to 3 PM weekdays and Noon to 4 PM on weekends through June 19th. Submit work until May 1st [HERE](#).

membernews

Wishing a Good Journey To Cheryl Bagenstose

It is with overwhelming sadness that I must share with her community news of the passing of Cheryl L. (Taylor) Bagenstose, beloved wife and mother, Mimi, teacher, artist, active church member, active Red Hat member, active gardener, active volunteer, political activist and lover of cats, dogs and, of course, squirrels.

Earlier this month, when Cheryl was very much herself despite her illness, I sent the following update to one of her dearest high school and frequent girls' weekend friends. I include it here so her Facebook friends can understand the manner in which she approached the end of her illness. She did so with great grace and dignity and, as was her way, more than a little humor. She loved our family, but she also loved her seemingly countless friends from her many activities. Her love and thanks, and that of our family, go out to all of you for enriching Cheryl's life in such varied and meaningful ways.



Update to Cheryl's High School Friend 4/7/22:

We brought Cheryl home on hospice care this past Tuesday. I had spent the previous two nights in the hospital with her.

I sat and watched her sleep, read to her and even sang some of her favorite songs. At times, she seemed much like her normal self, smiling, cracking jokes, laughing with the nurses and aides in the hospital and then with us here at home. At other times, especially during the nights, she has looked so ill I've been afraid she might not be with us in the morning.

Cheryl and I have had time to say all the things to each other that should and need to be said at a time like this. She knows how lucky and privileged I feel to have spent the last 50 plus years together with her.

On her first night back home, we read Leonard Cohen's farewell letter to his young love, Marianne. (We have both been Leonard Cohen fans since the day we met. For those of you not familiar with his work, you might know his "Hallelujah" from "Shrek.") I'm not referring to his song about Marianne, written when they were young, but Cohen's letter to her years later during her final days. He wrote:

"Well Marianne, it's come to this time when we are really so old and our bodies are falling apart, and I think I will follow you very soon. Know that I am so close behind you that if you stretch out your hand, I think you can reach mine.

And you know that I have always loved you for your beauty and your wisdom, but I don't need to say anything more about that because you know all about that. But now, I just want to wish you a very good journey. Goodbye my love, Endless love, see you down the road."

When we were finished reading the letter, I told Cheryl if I could express my feelings any better I would, but Mr. Cohen had hit this one out of the park. I told her I knew my limitations. Despite our tears, she actually laughed and a big smile came over her face. I guess she knows them, too.

Cohen actually did follow Marianne after only a few months. Viewed against the sands of time, we'll all follow Cheryl soon enough. However, she made me promise to stay here for now so she can have some quality time in Heaven...on the off chance I might actually get there, too. THAT is what you call having the last word!

Cheryl asked me to send her love to all of you, and the rest of our family and I thank you for the wonderful times you added to Cheryl's life.

membernews

Open Studio Reception, Saturday June 25, 2022

2-4 PM

15 Rocktown Road, Hamburg, PA 19526

Martha Ressler, Featured artist
Hamburg Art and Craft Gallery

Art, Crafts, Raffle and Refreshments

PLUS! Our Town Foundation Networking Mixer



Stop in the Gallery first to see the show
320 State Street, Hamburg
For More Information: 610-562-3106

Berks Art Alliance
presents

CONFIDENT WATERCOLORS

with **MARITA HINES**



This 2-day workshop will breathe freshness and light into your watercolors. Marita Hines is a seasoned painter who believes the key to any good painting is in the planning process. She will demonstrate how to create an easy value study, something that she frequently uses to evaluate composition and light.

From planning, to washes, to final touches, this workshop is full of practical tips about how to work with a difficult medium. Artists will gain skills for creating art that looks simplified and effortless.

The workshop will be held at **The Warehouse Studios**, 700 Lancaster Ave, Reading PA

Saturday, May 7th and Sunday, May 8th, 2022 9:30 AM - 3:30 PM

To register: CLICK ON BAA LOGO BELOW or
<https://www.berksartalliance.com/Confident-Watercolor-Registration.html>

registration online only through our secure eCommerce site



BAA Members \$125
BAA Non-Members \$155



or scan QR code for link

Questions? contact *Jane deGruchy* at 610-927-9326 or janedegruchy95@gmail.com

We need your help now.

We are happy to let you know about several important ways you can help promote the 2022 juried show.

1. Download and circulate the flyer. Get the [PDF HERE](#).
2. Help gather patrons/sponsors/donors or become a patron, sponsor or donor yourself. Here is a [LINK](#) to an appeal letter you can circulate. If you don't feel comfortable approaching a potential patron, donor, or sponsor let us know about someone who could help.
3. Enter the show:
<https://www.berksartalliance.com/2022-juried-show.html>



Patrick Rodgers

JUROR

Patrick Rodgers is a curator and exhibition developer based in the Philadelphia area. He is the Galleries Director for Montgomery County Community College, overseeing exhibitions and programs for two galleries there, as well as working on creative projects with schools and community groups throughout the county. For ten years he was a Curator at the Rosenbach Museum & Library in Philadelphia, and has worked as a curator or educator at historical museums including Fonthill Castle in Doylestown, Graeme Park in Horsham, and the Scott County Historical Society in Minnesota. Patrick has a BA in English and Art History from Ithaca College and a Masters in Museum Studies from the University of Toronto.

B.A. BERKSART ALLIANCE

43RD OPEN JURIED EXHIBITION

SEPTEMBER 11-OCTOBER 10, 2022

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

Reception September 11, 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 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 April 1 – July 15, 2022.

DIGITAL ENTRY PREPARATIONS

- Digital entries must be JPG format with a total file size between 1 and 2.5MB.
- Naming files: title_medium (example: summer bounty_watercolor.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.

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 online 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

**Monday, September 5th, noon-4pm
and Tuesday, September 6th, 4-8pm.**

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, before the exhibit ends.

PICK-UP

**Tuesday, October 11th, noon-4pm
and Wednesday, October 12th, 4-8pm.**

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 October 10th.

CALENDAR

Friday, April 1..... Website opens for submissions

Friday, July 15 Deadline for entries

Saturday, July 30..... Jurying results emailed and at:
www.berksartalliance.com

Deliver work to the Schmidt Gallery at GoggleWorks:

Monday, September 5 noon-4pm

Tuesday, September 6 4-8pm

Friday, September 9 Patrons' exhibit

Sunday, September 11..... Opening Reception 3-5pm
Awards presentation at 4pm

Monday, October 10 Show closes

Pick-up at the Schmidt Gallery at GoggleWorks:

Tuesday, October 11 noon-4pm

Wednesday, October 12 4-8pm

AWARDS

First Place \$750

Second Place \$450

Third Place \$300

5 Honorable Mentions \$100 each

Patrons' Choices*

Emerging Artist Award**

Special Awards, TBA

**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.*

*** 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.*

INQUIRIES/QUESTIONS

Questions can be emailed to:

BAAjuriedexhibition@gmail.com

Subject line: 2022 Juried Exhibit

Or call 484.364.6286 (Kelsey Showalter)

BAA BERKSART ALLIANCE

2022 OPEN JURIED EXHIBITION ENTRY LABELS

Entry A Label

2022 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).

Entry B Label

2022 BAA JURIED SHOW

Name _____

Title B _____

Medium _____

Size _____

Price \$ _____

Entry C Label

2022 BAA JURIED SHOW

Name _____

Title C _____

Medium _____

Size _____

Price \$ _____

Your Contact Information

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Name _____
Last, First

Address _____

Phone _____

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Your Claim Card

2022 BAA JURIED SHOW

Name _____
Last, First

Title 1 _____

Title 2 _____

Title 3 _____

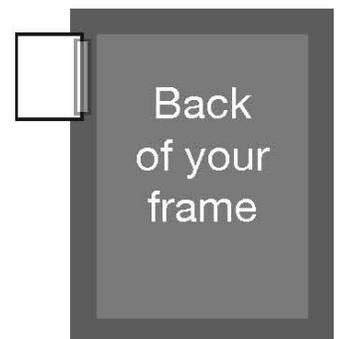
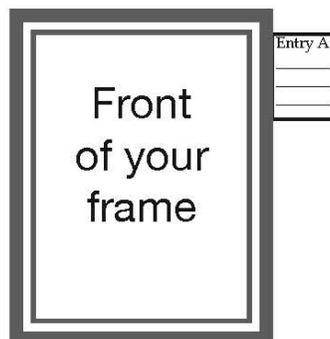
This card must be presented at pick-up to claim art. If you are sending a representative to pick up, please note and sign the card.

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.





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