



*Mary Manning and Elizabeth Taylor, owners of Visual Expansion Gallery in West Chester, PA.*

## JURORS

Mary Manning has more than 40 years of experience in the sale and custom framing of visual arts. Her career began with Hawkeye Art Services (D.C.) where her clients included the National Collection of Fine Arts. Mary owns Visual Expansion Gallery where she cultivates Chester County and Brandywine Valley artists to display and sell their work. Mary serves on the Chester County Art Association Board of Directors helping achieve the goal of connecting art and artists to the community at large.

Elizabeth Taylor is the Manager of Visual Expansion Gallery and plays an integral role in recruiting new artists and curating shows. She has nearly 20 years of experience in designing and custom framing. She is also an artist with a concentration in acrylic painting and stained glass. She has a Bachelor's in Art Studies from NC State University and an Elementary Education certification from Immaculata. She is also a volunteer at Chester County Art Association and has a passion for the arts and the enrichment it provides.

**BAA** Berks Art Alliance  
3000 Penn Avenue  
West Lawn, PA 19609  
[www.berksartalliance.com](http://www.berksartalliance.com)

**41st Open Juried Exhibition**

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

# **BAA BERKSART ALLIANCE**

## **41ST OPEN JURIED EXHIBITION**

### **DECEMBER 12, 2020-JANUARY 3, 2021**

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

Reception December 13, 3-5pm  
Awards presentation 4pm

GoggleWorks Center for the Arts  
201 Washington Street, Reading PA 19601  
[www.goggleworks.org](http://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.

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.

No video or installations.

## ENTRY PROCEDURE

*Submissions accepted August 3 – October 1, 2019.*

### 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)
- 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](http://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](http://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

**Tuesday, December 8th, noon-6:30pm**

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

No shipped works will be accepted.

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

## PICK-UP

**Monday, January 4th, 10am-4pm**

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

Monday, August 3 ..... Website opens for submissions

Friday, October 1 ..... Deadline for entries

Monday, November 2 ..... Jurying results emailed and at:  
[www.berksartalliance.com](http://www.berksartalliance.com)

### **Deliver work to the Schmidt Gallery at GoggleWorks:**

Tuesday, December 8 ..... noon-6:30pm

Saturday, December 12 ..... Show open for viewing

Sunday, December 13 ..... Reception 3-5pm  
Awards presentation at 4pm

Sunday, January 3 ..... Show closes

### **Pick-up at the Schmidt Gallery at GoggleWorks:**

Monday, January 4 ..... 10am-4pm

<b>AWARDS</b>	First Place \$750
	Second Place \$450
	Third Place \$300
	5 Honorable Mentions \$100 each
	Patrons' Choices*
	Special Awards
	<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>

## INQUIRIES/QUESTIONS

Questions can be emailed to:

[BAAjuriedexhibition@gmail.com](mailto:BAAjuriedexhibition@gmail.com)

Subject line: 2020 Juried Exhibit

Or call 484.797.3703 or 610.756.4490

# BAA BERKSART ALLIANCE

## 2020 OPEN JURIED EXHIBITION ENTRY LABELS

### Entry A Label

2020 BAA JURIED SHOW

Name \_\_\_\_\_

Title A \_\_\_\_\_

Medium \_\_\_\_\_

Size \_\_\_\_\_

Price \$ \_\_\_\_\_

### Your Contact Information

2020 BAA JURIED SHOW

Name \_\_\_\_\_  
Last, First

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_



### Entry B Label

2020 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

2020 BAA JURIED SHOW

Name \_\_\_\_\_

Title C \_\_\_\_\_

Medium \_\_\_\_\_

Size \_\_\_\_\_

Price \$ \_\_\_\_\_

