

**CALLING ALL  
ARTISTS**



# **BA BERKSART ALLIANCE**

**45TH OPEN JURIED EXHIBITION**

**SEPTEMBER 3-OCTOBER 15, 2024**

at GoggleWorks Center for the Arts, Schmidt Gallery

Reception Friday, September 6, 5-8pm  
Awards presentation 6pm

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



*Beth Bathe*

## **JUROR**

Beth Bathe was born and raised in Northern VA and moved to Lancaster PA in 2011. After a long career as a graphic designer, Bathe became a full time painter in 2012. Bathe's representational paintings have been described by art critics as "evoking nostalgia, like that of an old sepia toned photograph, often with just touches of color." Curiosity about the medium Beth works is often the first question of many viewers. Is it watercolor, is it oil? Beth's answer: "somewhat both." She works with Water Mixable Oil Colors in a limited palette, using brushes and unconventional tools. Beth crisscrosses the country, painting en plein air and participates in over ten high-profile juried and invitation national competitions a year. Beth has been a featured artist in PleinAir Magazine and has won numerous awards. She is represented by US galleries along the east coast and the Midwest of the United States.

## ELIGIBILITY

- All artists must be 18 years or older.
- Maximum of three works may be submitted; up to three works may be accepted.
- All submitted artwork must be for sale.
- All works submitted and entered must be part of the show from September 3, 2024 until October 15, 2024. This is a commitment for the entirety of the show.
- 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 or computer assisted or generated 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.

## 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.

## ENTRY PROCEDURE

*Submissions accepted April 1 – July 15, 2024.*

### DIGITAL ENTRY PREPARATIONS

Files submitted that do not follow these guidelines will be rejected.

- 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](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.

Entry form on line



## 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.

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

**Thursday, August 29th, 4-8pm**

**Friday, August 30th, 10am-2pm**

Hand-deliver to the Schmidt Gallery on the second floor of GoggleWorks Center for the Arts, 201 Washington Street, Reading, PA.

In order to be considered for an emerging artist award, you must sign up at drop off and verify that you have displayed 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

**Wednesday, October 16, 4-7pm**

**Thursday, October 17, 10am-2pm**

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 17th.

## INQUIRIES/QUESTIONS

Questions can be emailed to:  
BAAjuriedexhibition@gmail.com  
Subject line: 2024 Juried Exhibit  
Or call 610.780.6273 (Marie Stalnecker)

## 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.*

## CALENDAR

Monday, April 1 ..... Digital entries open

Monday, July 15..... Closing date for entries

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

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

Thursday, August 29 ..... 4pm-8pm

Friday, August 30 ..... 10am-2pm (final day)

Tuesday, September 3

Patrons' Preview 10am-6pm

Friday, September 6

Opening Reception 5-8pm

Awards presentation at 6pm

Tuesday, October 15 ..... Show closes

### Pick-up at the Cohen Gallery at GoggleWorks:

Wednesday, October 16 ..... 4-7pm

Thursday, October 17..... 10am-2pm