

IT'S YOUR SHOW!

We all want a successful summer art show and here are a few worthwhile things HVAL members can do that will help get the word out to increase attendance and make the show the best it can be.

See the show yourself. Attend the opening reception and other events held during the show.

Encourage friends and family to attend the show...more than once.

In social settings and at other events, talk about the show and encourage attendance.

Hang postcards and show announcements throughout the town you live in and wherever you can. Our promotion budget is small and this is a great way to increase awareness.

Post the show on Facebook, Instagram and other social media.

Send announcements and invitations to your email lists and if you have the ability to start an opt-in email list, use that.

Talk about the artwork and artists in the show enthusiastically. Your enthusiasm can be contagious and creates excitement about the show.

Remember, greater attendance usually translates into more sales!

When in the gallery for your gallery management shift, greet everyone who walks through the door and engage them

in conversation. Possible ways to engage gallery visitors in a conversation is to ask them questions, such as:

- ? Which is their favorite artwork or do they have a favorite artist in the show?
- ? How did they hear about the show?
- ? What do they like about a particular piece of art they happen to admire?

The more you are able to talk to visitors the more involved they will become and the more likely they will tell others about the show.

Sales are important, so, while gallery sitting, make sure you familiarize yourself with all the gallery information including: how to process a credit card payment, how to write up a sale, how to find information on an artist for a visitor and how to record the daily information at the end of your shift. All this information can be found in the green binder on the sitter's desk.

Watch for signals that a customer is ready to buy and learn to be savvy as to when to ask "if they would like buy a particular piece of art".

The more actively involved show participants and members are in promoting the show, both in and out the gallery, the greater the attendance will be and the more it will be sustained over the entire length of the show. It will also increase the likelihood of sales and **it's good for all the artists when artwork sells.**



HOUSATONIC VALLEY
ART LEAGUE

P.O. Box, 296, Great Barrington, MA 01230.
Website: www.hvart.org

JULY/AUGUST JURIED EXHIBITION 2019

CALL FOR ENTRIES

SHOW DATE: **July 4 to Aug. 25. Thurs. through Sun. from 11 a.m. – 5 p.m.**

WHERE **Masonic Temple**
232 Main St., Great Barrington, MA 01230
Between Berkshire Bank & Post office (entrance in rear of Bldg.)

RECEPTION and AWARDS Friday, July 5, 4:30 p.m. to 6:30 p.m.
Housatonic Valley Art League Awards; any medium*
One \$100 cash prize for “Best in Show”; two \$50 cash prizes for “Awards of Excellence”; and three \$25 cash prizes for “Honorable Mentions”.
*Photography will be judged independent of the rest of the show and receive separate awards only when there is an adequate number entered that warrants a fair competition.

JURORS **Mia Weiner:** Owner of Pinacoteca Gallery in Bantam, CT.
website: pinacoteca.us)
Anthony Antonios: Sculptor, teacher and National Academician.
website: www.anthonyantonios.com

ENTRY DATE **Sunday, June 30, 3 to 5 p.m.** (DELIVERY BY HAND)

PICK-UP

Tina Chandler, President
860 435-9266

Walter Bogad, Show Chairman
413 528-2812

Karen Linden Show Cochair
860 542-5078

CASH PRIZES FOR AWARD WINNERS!

ENTRY: Open to members and non-members. Up to three (3) entries may be submitted.

MEMBERS: one (1) entry for \$50; two (2) entries or three (3) entries for \$55

NON-MEMBERS: one (1) entry for \$60; two (2) entries or three (3) entries for \$65

All entries will be reviewed by an independent 2-judge panel based on originality and technical execution. The judges have the final say on which artworks are accepted or rejected from the show, based on their own criteria and standards. HVAL members will have at least one of their entries exhibited in the show.

PRIZES: The judges will also choose six works that stand out from among all the accepted ones, which will be awarded certificates and cash prizes (1 Best in Show \$100; 2 Awards of Excellence \$50 each; and 3 Honorable Mentions \$25 each). Decisions of the judges are final. **ENTRY FEES ARE NOT REFUNDABLE.**

ELIGIBILITY: Each entry must be an original, two/three dimensional work of art. Acceptable media include oil, acrylic, watercolor, gouache, pastel, ink, pencil, scratchboard, sculpture, ceramic, monoprint, serigraph, relief print, collage, photography, or mixed media (combination of the foregoing).

Multimedia computer art and copies or prints of paintings are not accepted.

ENTRIES must be recent works (within the past two years), not previously exhibited in a Housatonic Valley Art League Show; original with the submitting artist; not copied from another artist/photographer's work; nor from previously League-shown work; nor touched by a class/workshop teacher. Each entry to be signed, dry and "exhibit-ready". Frames must have a proper hanging wire, no saw tooth hangers.

SIZE: NOT TO EXCEED **48" height or width**, INCLUDING FRAMING.

SCULPTURE: NOT TO EXCEED 75 lbs. Sculptors supply own pedestals of practical height.
Footprint of stand: **max. 1 sq. ft.**

- FORMS:**
1. Fill out 4-part entry form for each work submitted and **CUT ONLY** along dotted line where **SCISSOR ICON** indicates. Tape each 4-part, uncut form to back, top left-hand corner of frame.
 2. **Sign liability WAIVER** and **SUBMIT** at registration for art works to be accepted.
 3. At REGISTRATION provide self-addressed, stamped envelope for notification of jurors decision only if you wish not to be notified by email.
 4. Artists may submit a one-page (8.5" x 11") resume/cv for inclusion in a binder at the exhibition.

BIN SALE WORKS: Up to **two** unframed works per artist.
SIZE limit 20" x 24", neatly shrink-wrapped (or equal). It is recommended to keep the overall size not smaller than 16" x 20". Smaller works should be shrink-wrapped onto a larger board of the recommended size. Do not submit stretched canvasses for the bins. LABELED on back with price and artist's name.

AT REGISTRATION fill out entry label form and bin sign-in with artists' name, title and prices of works. At end of show, unsold works **MUST** be picked up and signed out, on same sign-in form, by artist just like framed works.

RAFFLE PAINTING: During the show there is a raffle for the benefit of our grant fund to assist high school art programs. The prize is a painting and the drawing is on August 25.
We would very much appreciate if you would be willing to donate a piece of art work of sufficient quality for the raffle. Please contact Walter Bogad (413 528-2812).

GALLERY SITTING: Participating artists will manage the gallery during the show by signing up for one of the following two-hour shifts: 11 am–1 pm; 1 pm–3 pm; or 3 pm–5 pm. You can sign up in advance, online (instructions will be emailed to you) or at the desk when you drop off your art work. Please make sure you sign up for a shift.

SALES: All exhibition entries must be for sale and should be reasonably priced. Works labeled "**Not For Sale**" will not be accepted. The maximum sales price for one piece **can not be more than \$3,000**. Portraits should be priced as for a similar work.

A Commission of **30%** will be deducted from all sales.

SUBMITTING an entry means acceptance of the above conditions.

PLEASE PRINT LEGIBLY

No. ENTRY 1 Attach to back upper left

Title _____
Medium _____
Price _____
Artist _____
Phone _____
E-mail _____

No. ENTRY 1 For Catalog

Title _____
Artist _____
Medium _____
Price _____

No. ENTRY 1 Artist Notification

Artist _____
Address _____
City _____
State _____ Zip _____
Phone _____
E-mail _____
Title _____

ACCEPTED NOT ACCEPTED
If not accepted, please pick up June 28, 11 a.m. to 5 p.m.

No. ENTRY 1 Artist Receipt

Artist _____
Title _____
Medium _____
Price _____

PLEASE PRINT LEGIBLY

No. ENTRY 2 Attach to back upper left

Title _____
Medium _____
Price _____
Artist _____
Phone _____
E-mail _____

No. ENTRY 2 For Catalog

Title _____
Artist _____
Medium _____
Price _____

No. ENTRY 2 Artist Notification

Artist _____
Address _____
City _____
State _____ Zip _____
Phone _____
E-mail _____
Title _____

ACCEPTED NOT ACCEPTED
If not accepted, please pick up June 28 11 a.m. to 5 p.m.

No. ENTRY 2 Artist Receipt

Artist _____
Title _____
Medium _____
Price _____

PLEASE PRINT LEGIBLY

No. ENTRY 3 Attach to back upper left

Title _____
Medium _____
Price _____
Artist _____
Phone _____
E-mail _____

No. ENTRY 3 For Catalog

Title _____
Artist _____
Medium _____
Price _____

No. ENTRY 3 Artist Notification

Artist _____
Address _____
City _____
State _____ Zip _____
Phone _____
E-mail _____
Title _____

ACCEPTED NOT ACCEPTED
If not accepted, please pick up June 28, 11 a.m. to 5 p.m.

No. ENTRY 3 Artist Receipt

Artist _____
Title _____
Medium _____
Price _____

**HOUSATONIC VALLEY ART LEAGUE, INC.
Juried Summer Show 2019— Fine Art Liability Waiver**

I understand that every reasonable precaution will be taken in the handling and exhibition of art works submitted by me to the Housatonic Valley Art League, Inc., and I do hereby hold harmless, the Housatonic Valley Art League, Inc. and/or the Cincinnatus Lodge A.F. & A.M., its agents, servants and employees, from any claim or damage that might arise from loss or damage to the works of art submitted by me for the exhibition from any cause whatsoever.

Date : _____

Name : _____

Signature : _____