



37 SUDDEN STREET • WATSONVILLE CA 95076 • Phone: 831-722-3062
Administrator: Sharon O'Neil, Wednesday - Friday 11am - 4pm
Gallery Coordinator: Norma Villaron, Wednesday - Sunday 11am - 4pm
Exhibit Coordinator: Hedwig M. Heerschop, Monday - Wednesday 9am - 2pm

Call for Entry - All Media Members' Exhibit 2017

Color!

Curators: *Arlene Gotshalk, Jane Gregorius, Mary Neater, Carol Walberg, Teresa Zolar*

Exhibit dates: June 7 – July 23
Reception Sunday, June 18, 2:00pm – 4:00pm

PVA invites your participation in our annual members only exhibit. We are asking you to create a piece of art using color as a significant part of your creative process.

Artists choose colors to produce a certain mood or atmosphere; to create space, light, and shadow; or to introduce symbolic associations. Colors can affect the composition of a piece of art and describe a scene in new and creative ways. In art, color allows us to create our own individuality and flare. Color can be used to evoke a certain mood or to create a message or evoke a response in the viewer. Artists use the positive or negative attributes of color in our works to subliminally send a message. Use color through hue, saturation, temperature, and value, to create a piece of artwork in your own interesting and unique way.

Calendar

Friday, April 26	Submit Intent to Participate Form to be listed on postcard, and \$25.00 fee (members' discounted fee)
Wednesday, May 24	Deliver Artwork 4:00pm-6:00pm
Wednesday, June 7	Exhibit Opens
Sunday, June 18	Opening Reception: 2:00pm-4:00pm (Please bring finger food to reception)
Sunday, July 23	Exhibit Closes - Pick up artwork 4:00pm-6:00pm

Entry Guidelines

1. Enter the exhibit by sending us the **Intent to Participate Form** (see below) and a fee of \$25.00 by **Friday, 4/26**. You will be accepted into the show after that date, however we must have your information by 4/26 in order for you to be listed on the postcard.
2. Your membership must be current as of the day of drop off (5/24).
3. You may enter **one piece** that fits the theme. The artwork must be:
 - a) for sale
 - b) no larger than 24 inches wide (**no exceptions**)
 - c) have secure wire for hanging framed pieces, 3 inches down from the top when possible
 - d) no loose or broken parts or raw edges that are not part of the artwork itself).
4. If your piece is heavier than 40 pounds, please contact Hedwig Heerschop hedwig@pvarts.org to discuss your installation needs. If your piece exceeds the weight limit, there may be an additional installation fee. Ceiling installations are discouraged.
5. For publicity purposes, email a 300 dpi jpeg of your piece (no larger than 4"x6"). E-mail should include your name, phone number, medium, title and dimensions of the work. The jpegs should be titled with your last name and the name of the piece. Please email to: Hedwig Heerschop, hedwig@pvarts.org
6. **We invite you to bring in bin pieces for sale**. These pieces need to have a mat/backing board inside their clear sleeve. The sleeves must have a label with the name of the artist, the piece, and the price.

Questions? Please send your inquiries to: Mary Neater, maryneater@gmail.com

**Please fill out and return the
Intent to Participate Form by Friday, April 26th.
Form is found on page 3**



Intent to Participate Form
Submit by Friday April 26th
Members' Exhibit 2017

Color!

Exhibit dates: June 7 – July 23
Reception Sunday, June 18, 2:00pm – 4:00pm

Yes! I want to participate in the show and the Potluck Reception!

Name: _____

Address: _____

E-Mail _____ Phone Number: _____

Entry Fee Included _____ Membership Included _____ (see below)

I'll bring a Sweet _____ or Savory _____ finger food

All PVA exhibits are brought together as a volunteer effort. The commission on works sold is 30% for members, and along with your participation fee, helps defray the cost of mounting the exhibit. If you are interested in volunteering, please let us know. We have a variety of options including helping at

Receptions _____ Retail Store _____ Mailings _____ School Tours _____

Membership

You may go online at www.pajarovalleyartscouncil.org to join or renew your membership, or you may send a check made out to **PVA**. Be sure to check out the new member benefits that we offer. Membership levels are:

Seniors or Students \$50 _____ Individual: \$75 _____ Gold Individual (includes NARM): \$100 _____
Gold Family (includes NARM): \$150 _____ Gold Business (includes NARM): \$150 _____

EMAIL THIS FORM TO: Norma@pvarts.org

Or Mail to: Norma Villaron, Gallery Coordinator, PVA, 37 Sudden St., Watsonville, CA 95076

[When we receive your Participation Form, we will send you the Loan Agreement Form](#)