

Time Table

July

25TH WEDNESDAY

INTAKE OF ART AT THE
READING PUBLIC MUSEUM
NOON TO 8:00PM

27TH FRIDAY

JURY SELECTION CLAIM CARDS
WILL BE MAILED

31ST TUESDAY

CLAIM CARDS SHOULD BE
RECEIVED BY ARTIST. IF NOT,
CALL CONTACT PERSON

August

1ST WEDNESDAY

DECLINED WORK PICK UP
NOON TO 7:00PM

5TH SUNDAY

OPENING RECEPTION
4:00PM TO 6:00PM

AWARDS PRESENTATION
5:00PM

September

2ND SUNDAY

CLOSE OF EXHIBITION

5TH WEDNESDAY

ACCEPTED WORK PICK UP
NOON TO 7:00PM

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

BERKS ART ALLIANCE
1100 BELMONT AVENUE
WOMISSING, PA 19610-2082
WWW.BERKSARTALLIANCE.COM

ART EXHIBIT
30th

THE BERKS ART ALLIANCE
30th annual
OPEN JURIED ART EXHIBITION

AT THE READING PUBLIC MUSEUM

Eligibility

All artists must be 18 years or older. Maximum of two works may be submitted. Maximum of two works may be accepted. Each entry must be an original design concept of the artist and be executed by the artist. 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.

It is preferred that works are available for sale.

Media

Acceptable Media include: pastel, oil, alkyd, tempera, watercolor, acrylics, mixed media, drawing, hand-pulled prints, sculpture, glass, ceramics, fiber and photography. Digital work must be clearly identified as such. No video.

Entry Requirements

Complete entry form. Attach (1) entry card to back upper left of each work. Present the signed file card, claim card, entry fee and a #10 business size self-addressed stamped envelope to the intake desk. The claim card is your receipt and must be presented when you claim your work. Submission to this exhibit grants permission for photography of your work for purposes connected with the exhibition. Anyone acting as the artist's agent must bring a letter of authorization signed by the artist to enter work.

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

Framing

All 2D works must be suitably framed with screw eyes and wires firmly attached for hanging. Clip frames are not acceptable.

All works on paper, matted or not, or in shadowboxes, must be protected with a covering of glass or plastic.

In any event, neither Berks Art Alliance

nor the Reading Public Museum will be responsible for glass breakage.

All works must be completely dry.

Maximum size for hanging work is 60" x 60" including frame. Sculpture must not exceed 100 pounds. Sculptors must supply their own display stands. Inquire in writing before submitting work requiring unusual floor space. Intake Committee reserves the right to exclude anything that is not suitably wired for hanging, or that would be considered hazardous in a public place.

Entry Fee Per Item

BAA Members with paid membership from 7/1/07 to 6/30/08: \$15.00 per item entered. Non-members: \$20.00 per item entered. Entry fees are non-refundable. Make checks payable to Berks Art Alliance. Artists may join at time of entry. (Membership fee \$25)

Awards

The Berks Art Alliance will offer the following awards

First Place:	\$850.00
Second Place:	\$550.00
Third Place:	\$400.00
Six Honorable Mentions:	\$200.00
People's Choice Award	
Purchase Awards	

Sales/Insurance

A 35% commission on all sales will be deducted to benefit the Reading Public Museum and the Berks Art Alliance. Artwork selected for purchase awards will become the property of the sponsors. All sales will be handled by the Berks Art Alliance.

Insurance is limited to the duration of the show. Insurance claims must be made to Berks Art Alliance prior to the removal of art from the exhibition space. No other claims will be honored.

Intake of Art

Hand-deliver art to the Reading Public Museum along with entry forms, signed file card, claim card, entry fee and #10 business size self-addressed stamped

envelope. Agents must bring a signed authorization from the artist. NO shipped works will be accepted.

Wednesday, July 25th, 2007
Noon to 8:00pm

Opening Reception

There will be a reception for artists, open to the public, on Sunday, August 5th, 2007 from 4:00pm to 6:00pm at the Reading Public Museum. Awards and sponsor purchases will be announced at 5:00pm.

Pick-up

All works must be picked up on the designated day (see claim card and/or time table for pickup dates and times). Unclaimed work will be charged a \$25 per day storage fee. Any artwork not claimed within fifteen days will become property of the Berks Art Alliance and will be sold at auction to fund the organization's programs.

All artists must turn in their claim card in order to get their work. If the artist sends a representative to pick up their work, the representative must bring the claim card **or** permission in writing, signed by the artist.

Inquiries

Contact phone numbers:
BAA Exhibition Chairpersons
Don Vallere (610) 517-3564
Kathy Bradley (610) 621-2184

Address written inquiries to:
Berks Art Alliance
Institute of the Arts
1100 Belmont Avenue
Wyomissing, PA 19610-2082

Reading Public Museum
500 Museum Road
Reading, PA 19611
(610) 371-5850

Museum Hours

Tuesday, Thursday, Friday and Saturday:
11:00am to 5:00pm
Wednesday: 11:00am to 8:00pm
Sunday: Noon to 5:00pm
Closed Monday
Open Labor Day Noon to 4:00pm

The Jurors

James Dupree received his BFA from Columbus College of Art and Design, Columbus, Ohio and his MFA from the University of Pennsylvania. He has also studied at Skowhegan School of Painting and Sculpture and Pennsylvania Academy of Fine Arts. He has received many awards and grants from institutions such as Philadelphia Museum of Art, Studio Museum of Harlem, Pennsylvania Council on the Arts, African American Museum (Philadelphia). He has produced numerous commissioned murals and other artwork for many Philadelphia organizations and businesses. His artwork is included in many collections including Philadelphia Museum of Art, Pennsylvania Academy of Fine Arts, Sony Corp., Studio Museum of Harlem and African American Museum (Philadelphia and Los Angeles). He has created abstract as well as representational works in a variety of media including mixed media collage, painting and sculpture to create images with decorative qualities as well as social and political overtones. He attempts to decipher negative experiences in positive ways through his art.

James McFarlane is a signature member of the American Watercolor Society, Philadelphia Water Color Society and the Pennsylvania Watercolor Society. He has served on the Board of Directors and as president for both the Philadelphia Water Color Society and the Greater Norristown Art League. He teaches watercolor painting at the Woodmere Museum, the Greater Norristown Art League and has taught at the Wayne Art Center. In both 2002 and 2003 he received Best of Show awards in the Philadelphia Water Color Society Annual Exhibition and PWCS also awarded him its Crest Medallion for “consistent excellence”. His paintings as well as written articles have been published in top national water media magazines. His paintings are in many private and corporate collections such as The Pew Collection, Subaru, and Montgomery County Bar Association. He is represented by galleries in New Jersey, Delaware, and Pennsylvania.

A short history of the Berks Art Alliance

The Berks Art Alliance had its beginnings in November of 1941 as a fellowship of artists, both professional and amateur, with a common goal. That goal has always been to encourage artists by providing workshops, exhibition opportunities and information to keep the artistic momentum alive and growing in Berks County. The Alliance has always actively reached out to the community by participating in art demonstrations, collaborating with other creative groups and supporting charitable organizations. The organization began as “The Art Haven Guild of Berks County” and later changed its name to the “Berks Art Alliance” in 1947. The first annual membership exhibition in

March 1944 was held at its studio and gallery at 538 Centre Ave, Reading. That show continues today at the BAA’s present home at the Institute Of The Arts in Wyomissing. The BAA also continues to host an annual Juried Art Exhibition, inaugurated in 1977 by, then president, Phyllis Staubach. Today, with over 300 active members, the BAA continues a legacy of fostering passion for the arts in Berks County.

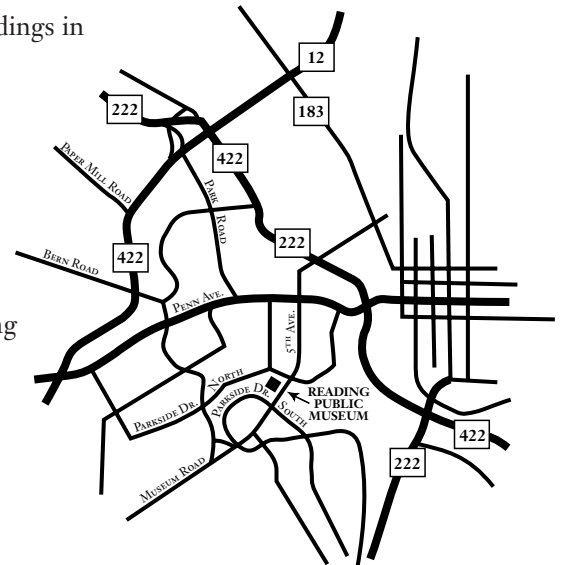


Entry Checklist

- Completed Entry Form
All parts filled out completely and signed
- A #10 business size SASE
- Entry Fee(s)
Check made out to Berks Art Alliance
- (Optional) – membership fee of \$25 if renewing or joining BAA
- Artwork suitably wired for hanging
- Authorization signed by artist if agent acting for the artist
- Entry identification taped on the upper left hand corner of art when looking at the back of the work

The **Reading Public Museum's** Comprehensive Collections include superb holdings in Asian, African, Islamic, Oceanic, Native American and Pennsylvania German art. Paintings from Western Civilization range from ancient Greece and Rome through the Medieval and Renaissance to the modern age. The Natural Science collections represent thousands of specimens including insects, rocks, minerals and mammals. Permanent and temporary exhibits with interpretive labeling, workshops, lectures, performances, summer camp, gallery talks, planetarium shows, cultural festivals and numerous other events for all ages, gender and ethnic backgrounds are provided to meet the objectives of the Reading Museum's mission in the mid-Atlantic region.

Reading Public Museum
 500 Museum Road
 Reading, PA 19611
 (610) 371-5850



Attach entry card to the upper left corner on back of each work. Submit the signed file card, claim card, entry fee and a self-addressed stamped envelope.

Entry One

30TH ANNUAL BERKS ART ALLIANCE
 JURIED EXHIBITION

ARTIST _____

MEDIUM _____

TITLE #1 _____

FOR SALE \$ _____



ATTACH TO BACK OF ARTWORK
 IN UPPER LEFT HAND CORNER

Entry Two

30TH ANNUAL BERKS ART ALLIANCE
 JURIED EXHIBITION

ARTIST _____

MEDIUM _____

TITLE #2 _____

FOR SALE \$ _____



ATTACH TO BACK OF ARTWORK
 IN UPPER LEFT HAND CORNER

File Card_w

(PLEASE PRINT CLEARLY)

ARTIST _____ PHONE (____) _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

TITLE #1 _____

MEDIUM _____ SALE/INSURANCE VALUE \$ _____ FOR SALE YES NO (CIRCLE ONE)

TITLE #2 _____

MEDIUM _____ SALE/INSURANCE VALUE \$ _____ FOR SALE YES NO (CIRCLE ONE)

HOW DID YOU HEAR ABOUT THIS SHOW? _____

ARTIST'S SIGNATURE INDICATES AGREEMENT TO THE RULES AND
 REQUIREMENTS SET FORTH IN THIS PROSPECTUS

SIGNATURE _____ DATE _____

ARTIST MUST SIGN

Do not detach

Claim Card

THIS CARD MUST BE PRESENTED WHEN PICKING UP WORK

OPENING RECEPTION: Sunday, August 5th, 2007, 4:00pm to 6:00pm. *Awards at 5:00pm*

PICK UP (All unclaimed work will be charged a \$25 per day storage fee)

The Reading Public Museum and BAA will not be responsible for unclaimed work.

DECLINED WORK: Wednesday, August 1st, 2007, Noon to 7:00pm.

ACCEPTED WORK AT CLOSE OF EXHIBIT: Wednesday, September 5th, 2007, Noon to 7:00pm.

ARTIST (PLEASE PRINT) _____

TITLE	ACCEPTED	DECLINED
1.		
2.		