



37 SUDDEN STREET • WATSONVILLE CA 95076 • Phone: 831-722-3062

Administrative Director: Sharon O'Neil

Gallery Coordinator: Norma Villaron

Exhibit Coordinator: Hedwig M. Heerschop

CALL FOR ENTRY: ALL MEDIA

Members' Exhibit 2018

Curated by: Jane Gregorius, Susan Matulich, and Carol Walberg

What Nourishes Us

May 30 – July 15

Reception June 3, 2:00 – 4:00PM

PVA invites your participation in our annual members only exhibit. In this all-media show, we ask you to explore the idea of “nourishment.” 2018 marks the 150th birthday of the City of Watsonville. Food and agriculture have been key to the building, employment, and sustenance of our community. Has our history, agriculture and our community nourished, informed and/or inspired your work? Have the varied languages, cultures, customs, and art forms influenced your work? Share with us what nourishes your art, soul, body, dreams, and imagination.

Calendar:

Friday, March 16	Submit <i>Intent to Participate Form</i> to be listed on postcard, and \$25.00 participation fee (members' discounted fee)
Wednesday, May 16	4-6PM Deliver Artwork
Wednesday, May 30	Exhibit Opens
Sunday, June 3	2-4PM Opening Reception (please bring finger food)
Sunday, July 15	2-4PM Exhibit Closes – Pick up artwork

Entry Guidelines

Enter the exhibit by sending us the ***Intent to Participate Form*** (see below) and a participation fee of \$25.00 by **Friday, March 16**. You will be accepted into the show after that date, however; we must have your information by **March 16** in order for you to be listed on the announcement.

Your membership must be current through the end of the exhibit.

You may enter one piece, which **must be for sale**, that fits the theme. If your piece is larger than 24" in width, or is heavier than 40 pounds, please contact Jane Gregorius to discuss your installation needs. Decisions on pieces exceeding width, or weight will be based on the space available, and the number of entries received. If your piece is in multiples or it exceeds width or weight, there may be an additional installation fee. Ceiling installations are discouraged. All framed pieces must be wired and ready to hang, with wire no higher than 1.5" from the top of the frame.

For publicity purposes, email a 300dpi 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

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 (under \$200 please).

New opportunity this year; we invite you to play with food! In conjunction with the Watsonville Sesquicentennial and in honor those who grow, pick and market food from our region, PVA will sponsor a Food Art Contest. The call to artists will be extended to PVA members and the community. The contest is meant to compliment the Membership show theme of nourishment. All members are encouraged to enter the contest. The contest entries will be displayed outdoors at the reception and winners will be announced at this time as well. A separate call for entry will be available for those who choose to participate.

Questions? Please send your inquiries to: Jane Gregorius at janegreg@cruzio.com

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

Seniors, Teachers and/or Students \$50

Individual: \$75

Gold Individual (includes NARM): \$100

Gold Family (includes NARM): \$150

Gold Business (includes NARM): \$150

Intent to Participate Form **Submit by Friday, March 16**

Members' Show – What Nourishes Us
May 30 – July 15, 2018
Reception June 3, 2:00 – 4:00PM

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

Name: _____

Address: _____

E-Mail: _____

Phone Number: _____

Entry Fee Included: _____ Membership Included _____ (see previous page)

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

Yes, I would like more information on the Food Art Contest _____

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 _____ Gallery Store _____ Mailings _____ School Tours _____

E-mail this form to: Norma@pvarts.org or mail to: Norma Villaron,
Gallery Coordinator, PVA, 37 Sudden Street, Watsonville, CA 95076

When we receive your *Participation Form*, we will send you
the *Loan Agreement Form*