



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](#)

Living Stories/Historias Vivientes

DEADLINE FOR ENTRY: September 21, 2018

Exhibit Dates: October 24 – December 9, 2018

Guest Curator: Mary Tartaro

Mi Casa es Tu Casa is PVA's annual exhibit inspired by Día de Los Muertos (Day of the Dead), a traditional holiday in Mexico that celebrates ancestors and others who have passed away. Altars (ofrendas) are built in homes to honor and remember the dead. Similar customs exist throughout the world and we share common ground with many cultures in our desire to honor and remember those whom we have lost.

PVA invites you into "our" home to participate in *Mi Casa es Tu Casa* by building an altar to remember and celebrate those whom you have lost. You are encouraged to interpret the Día de Los Muertos altar-making tradition in any manner that honors your own experiences and beliefs.

Loved ones lost are best remembered through the tales we repeatedly tell about them. Of all the stories told, it is the humorous ones that best commemorate the true spirit of the departed.

Narrative altars convey these cherished memories through familiar scenes that hope to draw the dead back into the realm of the living where their legacy lives on through shared stories.

Our theme this year is, ***Living Stories/Historias Vivientes***. We are asking you to interpret the idea of *Living Stories*. Incorporate stories and humor into your altars. Honor your loved ones by telling their story and what you've learned from them. What tradition do you carry on to honor them?

Two-Dimensional Work: If you would prefer to enter 2-dimensional artwork, not previously exhibited at PVA, with the subject matter of Día de Los Muertos and/or our theme, ***Living Stories***, we have a limited amount of space available, which is not suitable for altars. Please submit jpegs of your work with your entry form, and we will let you know if we can accommodate your work.

Who Can Participate in Altar Building? Any formal, or informal group of two or more people may enter. Past participants have included: families, school groups, art collectives, non-profits, clubs, colleagues, and informal groups of all kinds.

Size of Altars. The altars are approximately 3-6 feet wide and 1-2 feet deep. Please specify if you will be using the wall space behind your altar (some altar spaces may be in front of windows). The size and location of your space within the gallery will be sent to you with your confirmation. If you have a preference for a specific space, please indicate it on your entry form. If you have any special space or installation requirements (such as electricity) please note it on the entry form on pages 3 and 4.

Cost. Though not required, we encourage a donation of \$30.00 participation fee per group/altar (or individual displaying 2-D work) to help offset the exhibit costs. Groups are responsible for providing their own building materials. **Two-dimensional work must be wired, framed and ready to hang, no exceptions.**

Calendar Schedule of Participation:

Friday, September 21	Entry forms due at PVA: Complete the entry form, see pages 3 and 4. Space is limited and provided on a first come first serve basis — apply early! PVA must receive the form no later than September 21
Friday, September 28	Confirmation of participation by PVA
Wednesday, October 10	Loan Agreement due Wednesday, October 10 – Wednesday, October 17: Altar Building afternoon, evening and weekend hours will be available on an appointment basis. Altars must be installed during this time period, <u>no exceptions please</u>
Wednesday, October 17	2-D artwork drop off 4:00-6:00pm
Wednesday, October 24	Exhibit opens
Sunday, October 28	Opening Reception from 2:00pm – 4:00pm
Sunday, December 9	De-install and pick up altars from 4:00pm – 6:00pm
Monday, December 10	De-install and pick up altars <u>by appointment only</u> .

All altars/artwork must be removed by December 9

Mail, e-mail, or deliver Entry Form (pages 3 and 4) so that it arrives at the PVA Gallery by September 21. E-mail to: hedwig@pvarts.org



Entry Form Mi Casa es Tu Casa 2018

Living Stories/Historias Vivientes

Deadline for Entry: September 21

I/We would like to participate in this exhibit by:

- ☐ Building an Altar
- ☐ Submitting 2-Dimensional Work
- ☐ Volunteering as a Docent/Greeter/Guide

I would like to support this exhibit by enclosing a check in the amount of \$ _____

ALTAR INFO

Group name and/or name of the organization: _____

You/primary representative: _____

Phone: _____ E-Mail: _____

Contact address: _____

Number of people in the group: _____

Names of participating artists: (Please use additional sheets if necessary)

Please provide us with as much information as you can, regarding your expectations/needs for your altar space. Do you have any special requests about the space in which you will build your altar? (size, location, height, electricity, etc.) Day and time when you would like to come for installation (see dates on previous page).

In about 25 words, or less, please describe your group and the intention of your altar:
(for display near your altar, use additional sheets if necessary)

Mail, e-mail, or deliver Entry Form so that it
arrives at the PVA Gallery by September 21.
Keep a copy for your records.

E-mail to: hedwig@pvarts.org
or mail to: PVA, 37 Sudden Street, Watsonville CA 95076

Fill out this section for 2-Dimensional Pieces only:

Please provide a jpg and the following information for each piece:
(Please use additional sheets if necessary)

Name of artist: _____
Title of piece: _____
Medium: _____
Dimensions: _____
Selling price: _____

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Dimensions: _____
Selling price: _____