

# Time Table

## July

26<sup>TH</sup> MONDAY

INTAKE OF ART AT THE  
GOGGLEWORKS  
10:00AM TO 7:00PM

27<sup>TH</sup> TUESDAY

JURY SELECTION CLAIM CARDS  
WILL BE MAILED

## August

1<sup>ST</sup> SUNDAY

SHOW OPEN FOR VIEWING

2<sup>ND</sup> MONDAY

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

4<sup>TH</sup> WEDNESDAY

DECLINED WORK PICK UP  
10:00AM TO 7:00PM

8<sup>TH</sup> SUNDAY

OPENING RECEPTION  
4:00PM TO 6:00PM

AWARDS PRESENTATION  
5:00PM

## September

8<sup>TH</sup> WEDNESDAY

CLOSE OF EXHIBITION

9<sup>TH</sup> THURSDAY

ACCEPTED WORK PICK UP  
10:00AM TO 7:00PM

33<sup>rd</sup>  
ART EXHIBIT

BERKS ART ALLIANCE  
1100 BELMONT AVENUE  
WYOMISSING, PA 19610-2082  
[WWW.BERKSARTALLIANCE.COM](http://WWW.BERKSARTALLIANCE.COM)

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

THE BERKS ART ALLIANCE  
33<sup>rd</sup> annual  
OPEN JURIED ART EXHIBITION

AT THE **goggleWorks**  
Center for the Arts

## 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. Committee reserves the right to decline any work that suggests copyright infringement. 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 strongly suggested that works are available for sale.

## Media

Acceptable Media include but are not limited to: 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 and artist loan agreement. Attach (1) entry card to back upper left of each work. Present the signed file card, claim card, artist loan agreement, 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 to the frame 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 GoggleWorks will be responsible for glass breakage.

All works must be completely dry.

Maximum size for hanging work is 60" in any direction including frame. All multi-part 2D works must be within one frame or parts securely attached to each other. 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 7/1/10 to 6/30/11: \$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
Alma Woods Memorial Prize	
Jack Coggins Memorial prize	
People's Choice Award	
Purchase Awards	

## Sales/Insurance

A 35% commission on all sales will be deducted to benefit the GoggleWorks and the Berks Art Alliance. Artwork selected for purchase awards will become the property of the sponsors.

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

## Intake of Art

Hand-deliver art to the GoggleWorks

along with entry forms, signed file card, claim card, artist loan agreement, 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.

Monday, July 26th, 2010  
10:00am to 7:00pm

## Opening Reception

There will be a reception for artists, open to the public, on Sunday, August 8th, 2010 from 4:00pm to 6:00pm at the GoggleWorks. 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  
Kay Lessig (610) 775-5245  
Deb or Fred Gurman (610) 371-2028

Address written inquiries to:  
Berks Art Alliance  
Yocum Institute for Arts Education  
1100 Belmont Avenue  
Wyomissing, PA 19610-2082

GoggleWorks Center for the Arts  
201 Washington Street  
Reading, PA 19601  
(610) 374-4600

## GoggleWorks Hours

Monday-Saturday: 9:00am to 9:00pm  
Sunday: 11:00am to 7:00pm

# The Jurors

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**Anne M. Lampe** currently acts as the Demuth Museum's Executive Director in Lancaster, PA. Anne holds a masters degree in the history of art from the Sterling and Francine Clark Art Institute, Williamstown, MA. Prior to the Demuth Museum, Anne held the post of Assistant Curator at the Whitney Museum of American Art and was a curatorial assistant in the Department of Painting and Sculpture at the Museum of Modern Art. Anne has been with the Demuth Museum since 2005 and in the summer of 2007 attended the Yale School of Management training program for non-profit executives. She is the author of *Out of the Chateau: Works from the Demuth Museum*, published in 2007 and *David Brumbach Unbound: Pages from His Book*, published in 2008. She has contributed to several publications and curated various exhibitions on American modernism.

[www.demuth.org](http://www.demuth.org)

**Jeffrey Reed** received his BFA from the Maryland Institute College of Art and his MFA from the University of Pennsylvania. He also attended the Skowhegan School of Painting and Sculpture. An accomplished oil painter, he has had many solo exhibits and has participated in numerous group shows in the United States and Europe. Most recently he was included in the American Academy of Arts and Letters Invitational in New York. His work is represented by the George Billis Gallery in New York and the Gross McCleaf Gallery in Philadelphia, where he has exhibited since 1983. He received a fellowship to the Ballinglen Arts Foundation in Ireland in 1999 and has been a returning fellow a number of times. He has been awarded a Visual Arts Fellowship from the Pennsylvania Council of the Arts. He has lectured and been a visiting artist at many schools and museums. Since 1986 he has taught at the Community College of Philadelphia where he is an Associate Professor of Art.

[www.georgebillis.com/gallery.html](http://www.georgebillis.com/gallery.html)

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## 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 Yocum Institute for Arts Education in Wyomissing, Pa. The BAA also continues to host an annual Open 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.



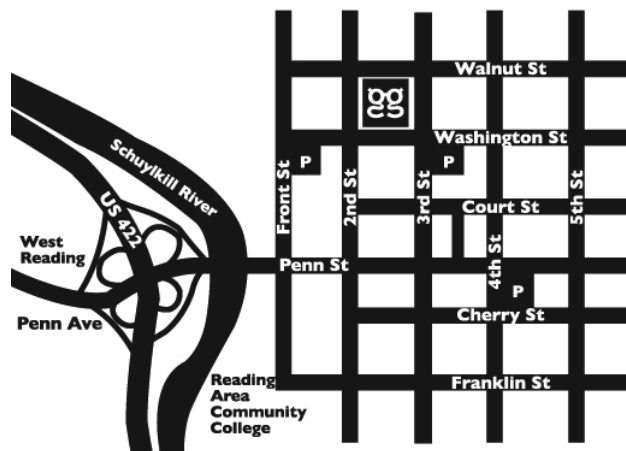
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## Entry Checklist

- Completed Entry Form and Artist Loan Agreement  
*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 mission of the GoggleWorks is to nurture the arts, foster creativity, promote education and enrich the community. The GoggleWorks is an interdisciplinary arts facility focusing on all of the arts – music, dance, film, theatre and the visual and literary arts. In addition to 40 studios for visual artists, GoggleWorks is home to twenty five Berks County arts and cultural organizations. Located on site are an art film theatre, art and dance studios, four galleries, a ceramic studio, hot glass blowing facility, warm and cold glass studio, jewelry studio, photography classroom, café, gift shop, and offices. Classes in all aspects of the arts are available to every level of expertise.

GoggleWorks Center for the Arts  
 201 Washington Street  
 Reading, PA 19601  
 610-374-4600  
 www.goggleworks.org



**goggleWorks**  
 Center for the Arts

Attach entry card to the upper left corner on back of each work. Submit the signed loan agreement, signed file card, claim card, entry fee and a #10 SASE.

## Entry One

33RD ANNUAL BERKS ART ALLIANCE  
 JURIED EXHIBITION

ARTIST \_\_\_\_\_

MEDIUM \_\_\_\_\_

TITLE #1 \_\_\_\_\_

FOR SALE \$ \_\_\_\_\_

ATTACH TO BACK OF ARTWORK  
 IN UPPER LEFT HAND CORNER

## File Card<sub>w</sub>

(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*

## Entry Two

33RD ANNUAL BERKS ART ALLIANCE  
 JURIED EXHIBITION

ARTIST \_\_\_\_\_

MEDIUM \_\_\_\_\_

TITLE #2 \_\_\_\_\_

FOR SALE \$ \_\_\_\_\_

ATTACH TO BACK OF ARTWORK  
 IN UPPER LEFT HAND CORNER

## Claim Card

THIS CARD MUST BE PRESENTED WHEN PICKING UP WORK

OPENING RECEPTION: Sunday, August 8th, 2010, 4:00pm to 6:00pm. Awards at 5:00pm

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

GoggleWorks Center for the Arts and BAA will not be responsible for unclaimed work.

DECLINED WORK: Wednesday, August 4th 2010, 10:00am to 7:00pm.

ACCEPTED WORK AT CLOSE OF EXHIBIT: Thursday, September 9th 2010, 10:00am to 7:00pm.

ARTIST (PLEASE PRINT) \_\_\_\_\_

TITLE	ACCEPTED	DECLINED
1.		
2.		