



**JULY**  
**“REAWAKENING”**  
**OPEN JURIED SHOW**  
**PROSPECTUS**  
**July 1, 2021 – July 31, 2021**

**At the Masonic Temple**  
**232 Main Street, Great Barrington, MA**

HVAL returns to a live venue, after a one-year hiatus,  
with its annual July Juried Show.

We will be following the town and state’s COVID health guidelines to insure the safety of all participants and visitors to the show. Because of health and safety issues, an opening reception will not be held.

This will also be the first time the show will run concurrently online ([www.havart.org](http://www.havart.org)\*), giving visitors the opportunity to preview the art prior to visiting, as well as review any artwork that interests them after they’ve visited the show in person.

We believe this could help encourage sales, but it also means that **the artwork you enter online must be the same artwork that is hung in the gallery at the Masonic Temple in Great Barrington.**

**Please read the instructions that follow carefully.**

\* Online show runs through August 31, 2021.

**JULY "REAWAKENING"  
OPEN JURIED SHOW**  
**July 1, 2021 – July 31, 2021**

**CALL FOR ENTRIES**

**Key Dates**

**TUES., JUNE 1:** Show Entries begin online at [www.showssubmit.com](http://www.showssubmit.com).

**SUN., JUNE 11:** Midnight deadline to enter show. Entries can only be made online.

**SUN., JUNE 27:** Entered artwork delivered to Masonic Temple, 2 p.m. – 5 p.m., 232 Main St., Great Barrington, MA.

**MON., JUNE 28:** Judging of show at Masonic Temple

**WED., JUNE 30:** Accepted works and award winners notified by email.

**THURS., JULY 1:** Show opens concurrently at Masonic Temple and on [www.hvart.org](http://www.hvart.org).

**SAT., JULY 31:** Show closes at Masonic Temple.

**SUN., AUGUST 1:** Pick up artwork at Masonic Temple, 1 p.m. – 4 p.m.

**TUES., AUGUST 31:** Online show closes.

**Jurors**

**Allen Blagden** is one of the most outstanding watercolorists of his time. Born into a family of extraordinarily talented artists, he has painted professionally since his early student days at Hotchkiss School in Northwest Connecticut where his artistic training began with his father. His penetrating renderings of sky and water, of people, birds and landscapes fall within the academic traditions of the best of American realist painting. [www.allenblagden.com](http://www.allenblagden.com)

**Marjory Reid** is an abstract painter who describes her work as "nature reduced to shapes, colors, lines, drips, textures and splashes—with an attitude." Ms. Reid has exhibited widely throughout the U.S. and is the recipient of several grants and awards. She was a long-time teacher locally, first at the Indian Mountain School and then at the Hotchkiss School and strongly believes that art teachers should be practicing artists, and indeed she has been a painter non-stop.

**HVAL Cash Awards - any Medium**

- One (1): \$100 cash prize for "Best in Show"**  
**Two (2): \$50 cash prizes for "Awards of Excellence"**  
**Three (3): \$25 cash prizes for "Honorable Mentions"**

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## ENTRY

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Open to HVAL members and non-members.  
Up to three (3) entries may be submitted.

### **ENTRY FEE:**

MEMBERS: \$45 for one (1) entry;  
\$60 for two (2) entries or three (3) entries

NON-MEMBERS: \$60 for one (1) entry;  
\$75 for two (2) entries or three (3) entries

If your membership has lapsed, or you wish to become a new member, you may join prior to entering the show online, by visiting the “Membership” page on [www.hvart.org](http://www.hvart.org). Your membership will be valid through Dec. 31, 2021. HVAL membership dues are \$50 per calendar year.

All entries will be reviewed by an independent 2-judge panel based on originality and technical execution. The judges have the final say on which artworks are accepted or rejected from the show, based on their own criteria and standards.

### **ENTRY FEES ARE NOT REFUNDABLE.**

**ELIGIBILITY:** Each entry must be an original, two/three dimensional work of art. Acceptable media include oil, acrylic, watercolor, gouache, pastel, ink, pencil, scratchboard, sculpture, ceramic, monoprint, serigraph, relief print, collage, photography, or mixed media (combination of the foregoing). Multimedia computer art and copies or prints of paintings are not accepted.

**ENTRIES** must be recent works (within the past two years), not previously exhibited in a Housatonic Valley Art League Show; original with the submitting artist; not copied from another artist/photographer’s work; nor from previously League-shown work; nor touched by a class/workshop teacher. Each entry to be signed, dry and “exhibit-ready”. Frames must have a proper hanging wire, no saw tooth hangers.

**SIZE:** Not to exceed 48” width x 60” height including frame.

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## HOW TO ENTER

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**All Entries must be made online from June 1 through June 11, 2021**

**PREPARE YOUR DIGITAL IMAGES FOR UPLOAD INTO THE ENTRY SYSTEM**

**If assistance is needed, contact Harvey Kimmelman at (413) 229-5951 or at [kimmelman@mac.com](mailto:kimmelman@mac.com).**

(Do these steps below before starting your entry.):

1. Set camera for a very high-quality image. Use a tripod and make certain camera is perfectly square and level with the painting.
2. Transfer image to computer. Make a copy of image and work with the copy. Crop out mats, frames or untidy edges – only your painting should appear in the image. Only make computer adjustment to

lighten or darken the image if exposure is not correct.

3. Re–save at resolution 72 ppi and Re–size to 1920 pixels on the longest side.
4. Save as high-quality jpg. Then check the size of the jpg file; if it is larger than 2 Mb, re-save with slightly lower jpg quality to increase compression and reduce file size. Files larger than 2 Mb will not be uploaded.
5. Files should be saved as: last name\_first initial\_title.jpg (abbreviate title if lengthy).  
**Example: Vermeer\_J\_TheMilkmaid.jpg**

### **TO ENTER:**

- Follow the image preparation guidelines above.
- Then go to the website:  
**[www.showsubmit.com](http://www.showsubmit.com).**

- Click the Log in to Artist Account button at upper right on the home page. If you have an account at ShowSubmit, click the Existing Account button, otherwise click New Account and create your artist account including login password.
- Once in your artist account, click the New Show Entry button, locate the HVAL show in the list of shows that are open for entry, and click the GO button.
- Click the Add Image button to select and upload each image, and edit and save the image information if necessary.
- BEFORE clicking the SAVE & Proceed button, click the USE check box next to each image you actually want to enter into the show.
- At checkout, confirm that the images listed are the ones you want to include, then click to pay with credit or debit card.
- You will receive a confirmation email from the system with your artist and image information including thumbnails of your images.

**Bring only the framed artwork you entered online to the Masonic Temple on Sunday, June 27 as follows:**

- 2 TO 3 P.M: Last names beginning with letters "A" through "H"  
 3 TO 4 P.M: Last names beginning with letters "I" through "Q"  
 4 TO 5 P.M: Last names beginning with letters "R" through "Z"

Please try to adhere to this timetable as close as possible to avoid long lines

- Stop at the 1st desk where you will be checked in.
- Proceed to the 2nd desk where a printed label and number will be attached to the back of your artwork and you will receive a receipt for your entries, which you will need when picking up your artwork.
- Exit through the kitchen to help keep socially distanced from the people entering the gallery.

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## SALES

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**All entries must be for sale** and should be reasonably priced. Works labeled "**Not For Sale**" will not be accepted. The maximum sales price for one piece **can not be more than \$3,000**. Portraits should be priced as for a similar work. All work shown online will be listed and priced as framed, unless otherwise specified by the artist.

A commission of 30% will be deducted from all sales.

Any interest on the part of a buyer is handled by contact through HVAL to protect the artist's privacy and from scam. (There are many scams perpetrated on artists so please be on your guard if contacted directly.)

All aspects of sales between July 1 and July 31 will be handled by HVAL.

For online sales between August 1 and August 31, read below:

The **buyer** is responsible for paying any and all shipping costs as well as any applicable sales tax.

The **artist** handles the packing and shipping and agrees to ship the art within 10 days after completed purchase.

Payment is made to **HVAL**, who in turn will deduct its commission, any credit card service charge, and sales tax from all sales and pays the balance to the artist by check at the end of the show.

The **buyer** is purchasing the artwork framed as presented by the artist on the website, unless otherwise stated or agreed upon. In the event where the buyer is not satisfied with the artwork purchased for any reason except damage, the buyer will be responsible for shipping it back to the artist. When the artist gets it back in the same original condition as when shipped out, the buyer is refunded their money less a small handling charge (TBD).

SUBMITTING an entry means acceptance of the above conditions.

Tina Chandler, President  
860 435-9266

Harvey Kimmelman, Show Chairman  
413 229-5951