



Monday, June 12 through Saturday, June 17, 2023

ARTIST GUIDE

Updated 5/15/23

PRODUCED BY

Art Plus Gallery Berks Art Alliance
www.artplusgallerypa.com | www.berksartalliance.com

Art Plus Gallery | 604 Penn Avenue | West Reading, PA 19611
610.375.9122 | A 501(c)3 non-profit organization

CONTACTS

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Russ Slocum: rslocum@slocumadv.com, text 610-781-6560
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For the 6/15 Quick Draw:

Gloria Powell: jollyroo28@gmail.com, 717-951-3117
Helen Reinhold: helenreinholdgordon@gmail.com, 717-917-7209

ACCOMMODATIONS

All long-distance visiting artists requesting host housing have been accommodated. We also have a special deal for those traveling not quite as far but perhaps looking to spend a night or two around West Reading.

Homewood Suites by Hilton, in the neighboring town of Wyomissing is offering a special rate to PAWR artists. Their spacious suites feature a king or two queen beds, fully equipped kitchen, WIFI and a host of other amenities. Normally up to \$200/night, it's available to juried artists for \$144, plus taxes.

If you'd like to extend the invitation to friends, family and fans for, say Friday's Awards Presentation and the Art on the Avenue on Saturday, they are guaranteed a rate of \$154 plus taxes, single or double occupancy.

To reserve a suite and get the discount, call Homewood Suites Reservations at 610-736-3100, mention the Plein Air West Reading (or Art on the Avenue) preferred rate, and give them your credit card info.

RULES

Only work completed on stamped surfaces between Monday, June 12 and Friday, June 16, 2023 will be considered for judging.

Check-in: Canvases and other surfaces must be stamped at check-in at Art Plus Gallery, 604 Penn Ave., West Reading, PA 19611. Alternate validation will be available for watercolors. Check-in will be open 9:00am-noon on Monday. You may have stamped as many surfaces as you anticipate using, and get additional panels stamped Tues-Thursday at Art Plus Gallery, which opens at noon each day. Artwork submitted on an unstamped surface will not be accepted.

Subject Matter: Subjects may include landscapes, wildlife, streetscapes, architecture, people etc. in any outdoor setting in Berks County, Pennsylvania. All work must be original and be created primarily on location. PAWR organizers reserve the right to not display work that is not produced within these guidelines or that is otherwise deemed inappropriate.

Media: Any medium used to create 2-D art—oils, acrylics, watercolors, pencil, pastel, charcoal, fabric etc.—is acceptable. Variances may be allowed with the permission of the event organizers.

Size & Number of Submissions: The PAWR 2023 stamp must be visible for intake. Maximum size is 40", including frame, along the longest edge. Keep in mind that your display area will be limited.

Each artist will be assigned one 44"W x 80"H" panel for hanging. You will hang your own artwork, and be allowed to display as many pieces as will attractively fit on your panel, bearing in mind the overall aesthetic of your panel and visibility of your work. Your panel will have a gallery light that will help illuminate artwork on the upper half of the panel; we recommend that you keep your artwork 2' off the floor. All your labels will be available at intake, and at that time you will designate your pieces for judging. Assistance and tools will be available during hanging.

Framing: All 2-D work entered must be submitted framed, wired and presented with a professional appearance. Gallery-wrapped canvases (at least 1" deep) will be accepted only if the edges are finished and dry—i.e. acrylics are okay, wet oil paints are not. Work that is submitted with an unfinished or unprofessional appearance may be disqualified from the exhibition.

Labeling: You are encouraged to enter label information in our updated online system as you complete each piece. All label information must be submitted by 6:00pm on Thursday, 6/15. Your labels will be waiting for you at intake on Friday morning, which opens at 9:00. You will select which pieces to hang in your designated space. You will not be required to hang all pieces for which you submit label information. All hanging must be completed by noon.

Award Designations: You will be able to select two pieces for overall judging, plus one piece for each of the sponsor-designated awards. Color-coded Post-Its keyed to the various awards will be provided. You may designate a single painting for multiple awards; for example, a painting of the creek in the museum park could qualify for *Best West Reading*, *Berks Waterways* and a traditional awards if you choose to designate it for all three. No piece will be given more than one major award; if it would earn two in the judge's estimation, only the higher value award would be conferred.

Hanging: Each artist will hang their own work on the panel with your name header in place. Once your work has been validated at Intake on Friday morning, a volunteer will guide and help take your work to your designated panel, the location of which will have been selected by random drawing. Hooks and hammers will be provided, but for efficiency, you may bring your own tools. Labels should be taped at the back of the frame and positioned to be visible from the front at the bottom or side of your painting.

Sales & Commissions: All artwork exhibited must be offered for sale. A commission of thirty percent (30%) will be retained for each piece sold during Friday's Patron Preview Party, Saturday's Art on the Avenue and during the extended exhibition. Work that is not sold at that time, but that is sold within 30 days to a contact made at the event, will also be subject to the 30% commission. (We're on the honor system here.) Checks for awards as well as sales will be mailed in early July, after the closing of the extended exhibit.

EXTENDING THE INVITATION

At check-in you will be given several extra passes for the invitation-only Friday night Patrons Preview and Awards Presentation. Feel free to share these with any folks you meet during the week who express interest in your work and the event. Additional passes can be picked up at Art Plus Gallery. You may also invite family, friends and customers in advance and email their names to PAWR@artplusgallerypa.com, or share their names with us at check in and they'll be put on the guest list.



The Plein Air Painter's
Guide to Berks County
PENNSYLVANIA

THE PLEIN AIR PAINTER'S GUIDE TO BERKS COUNTY 2023 Edition

From an artist's perspective, Berks County is uniquely multi-faceted. You can find some of practically anything here: bustling urban areas, rolling Amish farmlands. Waterways, forests, parks and valleys of inspiring natural splendor. Beautifully preserved historical structures, vestiges of a national industrial powerhouse.



As a resource for visiting artists, Art Plus Gallery has compiled a Google Map-based guide to many places favored by local artists, organized by some of the aforementioned categories.

For more information visit <https://www.artplusgallerypa.com/artist-guide-to-berks.html>.

ENTERING YOUR LABEL INFORMATION

Please enter your label information as you complete your paintings. This will help alleviate the potential crunch at the deadline. The deadline for entries will be 6:00pm on Thursday, 6/15. Entries made after this time may not have labels in time to be eligible for judging.

Go to:

<https://forms.gle/n9XnNyqsVtTX5M8fA>

Fill in the form – your name will be on the dropdown list. Further down on the page is the place to enter a photo of your artwork. Photos must be submitted in JPG format. The whole show will be displayed in a virtual gallery, and customers will be able to purchase your artwork online.

AWARDS

TRADITIONAL AWARDS

1st Place, Best Berks County: \$1000

Sponsored by the Berks Art Alliance

Subject must be within, or visible and as seen from within, the borders of Berks County, PA.

2nd Place: \$700

3rd Place: \$400

Honorable Mentions (2): \$200

Artists' Choice Award: \$100 Gift Card from Blick Art Materials

During the first half hour of Friday's Patrons Preview, participating artists will vote for the most impressive body of work

People's Choice Award: \$100 Gift Card from Blick Art Materials

People visiting the PAWR booth at Saturday's Art on the Avenue will be invited to vote for their favorite painting. The winner will be announced at 6:00pm.

SPONSOR-THEMED AWARDS

Best West Reading: \$1000

Sponsored by the West Reading Community Revitalization

Subject must be within, or visible and as seen from within, the borders of West Reading. The 1.5 sq. mile borough extends N-S from the railroad tracks behind the Knitting Mills complex of Reading Avenue to the Creek in the museum park; and E-W from the Schuylkill River to 8th Avenue in town, and Trudy's Garden in the museum park.

Berks History Award: \$500

Sponsored by the Berks History Center

Best painting of one of six historical sites that the esteemed curators of Berks County's heritage have selected from the 100+ under their umbrella. Details on each will be included by June 1 in the second edition the Google Map-based Plein Air Painter's Guide to Berks County.

- Canal History: Allegheny Aqueduct, 1130 Old River Rd, Birdsboro 19508
- Railroad & Trolley History: Colebrookdale Railroad, 64 S Washington St., Boyertown 19512
- Covered Bridges: Greisemer's Mill Bridge, Spangsville Rd., Oley 19547
- Iron Industry: Hopewell Furnace. 2 Mark Bird Lane, Elverson 19520
- Historic Mills: Grimshaw Silk Mill, 1200 N. 11th St., Reading 19601
- Historic Architecture & Site: Nicholas Stoltzfus Homestead, 1700 Tulpehocken Rd, Wyomissing 19610

Garden Arty Award: \$500

Sponsored by Linda & Jim Elliott

Best painting of garden with water feature,
(List locations: Susan's, Hahn's, Barr's?)

Mansions, Monuments & Centre Park: \$500

Sponsored by Shelby Davis Hutchison & Sherry Davis

Best painting done in Reading's Centre Park Historic District. This extends S-N from the little park at the intersection of Centre Ave & Fifth St through Charles Evans Cemetery, and W-E from Centre Ave to Fifth St., both sides. (map?) https://www.readingpa.gov/images/centre_dist_2018.jpg

Berks Farmways: \$500

Best painting of farmlands or the farming life
Beautiful farmlands abound in Berks: Albany Twp to the north, Oley Valley & Fleetwood to the east, and to the west, a wide swath between Rt. 422 and I-78.

Berks Waterways: \$500

Sponsored by the Schuylkill River Greenways Association

Best water-themed painting of the Berks County's stretch of the Schuylkill Watershed, including the lakes and 40+ creeks that feed the river.

<https://schuylkillriver.org/wp-content/uploads/2020/03/SAN-Schuylkill-watershed-map-compressed.pdf>

Quick Draw Awards: \$500 total

Sponsored by Lisa Tiger/Century 21 Gold

To help make the whole community part of the picture, Plein Air West Reading will stage a Quick Draw for all ages at Reading Public Museum Park. Artists will bring their own supplies and start painting/drawing at 10:00am. Promptly at noon, they'll all bring their art to display in the tent across from the museum entrance. Entries will be judged by local artist and business owner, Allison Shannon, and awards will be presented in both Adult and Student categories:

1st: \$100
2nd: \$75
3rd: \$50
Honorable Mention: \$25

Coordinated by Art Plus/BAA members Gloria Powell and Helen Reinhold, the event is open to the entire community. It will be free to PAWR's juried artists (wear your nametag) and to students, all others will pay a \$10 entry fee. The work will be exhibited until 4:00pm. You may offer your piece for sale at that time, or display it NFS and hold it for your panel in the judged exhibit.

EVENT JUROR: NANCY TANKERSLEY



Nancy Tankersley began her career as a portraitist but entered the gallery scene with figurative paintings of people at work and at leisure. The working watermen of the Chesapeake Bay provide a perfect of blend of humans at work in a gorgeous landscape, and have provided the artist with rich subject matter for the past decade. Incorporating non-traditional tools, supports and technologies for her paintings she remains faithful to her impressionistic style.

Active in the current plein air movement, and a founder of Plein Air Easton, she travels worldwide participating in competitions, judging and teaching. Recent awards include Best Landscape award at the Annual Academy Art Museum 2022 Members Exhibit, Best Western Painting in the January Plein Air Salon, and Best Use of Color at the Olmsted Plein Air 2023. Prior to that she was honored with awards and exhibitions including Masters Exhibition at the Salmagundi Club, Plein Air Easton, the American Impressionist Society and Lighthouse Plein Air.

Nancy's upcoming solo show, "Wanderings", will be featured at the D'Art Center in Norfolk, VA Sept 14-Oct 13.

INTAKE

Intake will be Friday, 6/16/23, 9:00-noon, at the Olympian Ballroom, 603 Penn Ave., West Reading. The backs of all submissions will be checked for the PAWR stamp, so please make sure this is readily visible.

Label information for all of your entries must be entered in the LabelMaker system before 6:00 PM Thursday in order for you to hang the label with your painting.

Each artist will be provided with one 4' x 8' panel to hang the artwork done during the week. All paintings hanging must be available for purchase.

While you may designate a painting to be judged in multiple categories, no painting will be given more than one award from our judge. However, all paintings hanging, including those without dots, also will be eligible for Friday's Artist Choice and Saturday's People's Choice awards.

- **Artist Choice Award:** During the Friday evening Patrons Preview, from 6:00-6:45, each participating artist will be given a ballot allowing them to select one painting for the Artist Choice Award. Votes will be tallied and the winner announced by the judge during the awards presentation, which will begin at 7:00.
- **People's Choice Award:** By the 11:00am opening of Saturday's Art on the Avenue, the entire exhibit will have been rehung in the PAWR tent from the ballroom. Visitors to the exhibit will be offered ballots and encouraged to vote for their favorite painting. Voting will end at 6:00pm, and the winner will be announced at 6:30.

SCHEDULE

Mon., 6/13: Check-in will be at Art Plus Gallery, 604 Penn Avenue, West Reading, PA 19611, beginning at 9:00AM. You may have all of your surfaces stamped at that time. Details will be included in your welcome pack.

If you need additional surfaces stamped, you can have this done any day that week at Art Plus Gallery, which opens at noon. Hold all of your completed artwork for Friday intake.

Tues., 6/14: From 6:30-8:30, a casual Artist/Sponsor Mingle will be held at a historic mansion near West Reading. offering the chance to enjoy food, beverages and casual chats with peers and event sponsors. Please wear your name tag.

Thurs. 6/16: A 2-hour Community Quick Draw will be held at Reading Public Museum Park.

Friday, 6/19: Intake will be from 9:00am to noon at the ballroom at 603 Penn Avenue, across the street from Art Plus Gallery. Each submission must be delivered framed, wired, labeled and ready to hang. Once your entries have been checked, you will hang your own work on a designated panel.

Hanging: Each artist will be given one panel, approximately 44"W x 80"H, on which to hang the artwork you produced that week. You may display as many pieces as you wish, but bearing in mind the over aesthetic of your panel and visibility of your work. Each panel will have its own gallery light, but the reach of the illumination is limited.

The exhibit area will close at noon for judging. The Patrons Preview in the theater will open to invitees at 6:00pm, and the awards presentation will begin at 7:00.

Saturday, 6/20: The exhibit will be rehung directly in front of the ballroom as the centerpiece of Art on the Avenue. This popular street festival will open to the public at 11:00AM. Artists are encouraged (but not required) to co-host the exhibit along with Art Plus Gallery members and volunteers. Artists may sign up for co-hosting at check in.

Throughout the day, visitors to the exhibit (there likely will be around 1000) will be invited to vote for their favorite piece. The People's Choice Award voting will close at 5:30pm, and the winner announced at 6:00pm.

Tues, 6/20 to 7/2/22: Participating artists will be invited to hang any remaining unsold pieces in the featured exhibit in Art Plus Gallery and neighboring Say Cheese! Restaurant, until Independence Day weekend. Artists must pick up any unsold work at the end of the extended exhibit, after noon on Sunday, 7/2.

Artists NOT wanting to participate in this extended show will be able to submit a form during registration and take unsold artwork at the end of the Saturday festival.

SALES & COMMISSIONS

All artwork exhibited must be offered for sale. A commission of thirty percent (30%) will be retained for each piece sold during Friday's Patron Preview Party, Saturday's Art on the Avenue and during the extended exhibition.

Work that is not sold at that time, but is sold within 30 days to a contact made at the event, will also be subject to the 30% commission. (We're on the honor system here.)

DISCLAIMER

Reasonable care and caution will be taken with all submissions, but Art Plus Gallery and event volunteers are not responsible for the loss of or damage to any artwork.

VOLUNTEERS

Plein Air West Reading is produced by Art Plus Gallery and the Berks Art Alliance. Members of these non-profit organizations dedicate hundreds of hours (without compensation) to planning and staging this annual event. Backing up Russell Slocum and Karen Weber on the front line were a dozen other members of the Art Plus artist cooperative (Martha Ressler, Helen Reinhold, Gloria Powell and Kelsey Showalter in particular); and Friends of Art Plus and members of the BAA.

HOSTS FOR VISITING ARTISTS

This event's increasing geographic appeal wouldn't be possible without the generosity of supporters who graciously open their homes to visiting artists, some of whom travel hundreds of miles to participate. This year's hosts include Dave & Ann Barr, Janet Barr, Libby Cerullo, Polly & Steve Corvaia, Susan & Jeff Grabert, Suzanne Karterman-Stork, Maeve & Sol Lausch, Mike Miller, Jay & Martha Ressler, Linda Slovitsky, and Marie & Andrew Stalnecker. We also thank Homewood Suites, Wyomissing, for offering special arrangements to our visiting artists.