June 8-15 2024

PROSPECTUS

The 9th annual Plein Air West Reading (PAWR) will showcase the artwork of 30 juried artists competing for $6000+ in awards. There will be two $1000 first prizes: one judged to be the best painting done in West Reading, the other being anywhere in Berks County, PA. All work must be created primarily en plein air, on location.

The 2024 event will include three enhancements over our previous competitions:

MORE DISPLAY AREA: Each artist will get their own 7 x 4’ ProPanel.
MORE LIGHT: Each panel will have its own high intensity LED gallery light.
MORE TIME: Artists can sign in as early as Saturday, 6/8 to enjoy a couple extra days of painting, including West Reading’s colorful Sunday morning farmers’ market.

SCHEDULE AT A GLANCE (Details are in the following pages)

Participating artists may sign in and get surfaces stamped as early as 9:00am on Saturday, 6/8. Additional sign-in options and surface stamping will be available every day through Thursday. You can paint from Saturday 6/8 thru Thursday 6/13. Label information must be entered by 6:00pm on Thursday, and intake will be on the morning of Friday, 6/15. Each artist will hang their own work on an assigned panel. The awards will be presented Friday evening at the Patrons Preview. On Saturday, the exhibit will be rehung as the keystone exhibit of Art on the Avenue, the area’s popular art & craft street festival.

March 1: Deadline for entries
March 15: Juror’s selections announced
June 8-11: Check in, surfaces stamped
June 9 or 10: Quick Draw
June 10: Artist/Sponsor Mingle (6:30-8:30pm)
June 14: Patrons Preview & Awards
June 15: Art on the Avenue
June 17-30: Extended exhibit
AWARDS

The event, now in its ninth year, is produced by Art Plus Gallery and the Berks Art Alliance with the generous support of sponsors who will be recognized in the March 2024 update of this prospectus and throughout the event.

TRADITIONAL AWARDS

- First Place, Best West Reading: $1000. Sponsored by the West Reading Community Revitalization Foundation
- First Place, Best Berks County: $1000. Sponsored by the Berks Art Alliance
- Second Place: $700
- Third Place: $400
- Honorable Mentions (2): $200
- Artists’ Choice Award: $100 gift card
- People Choice Award: $100 gift card

SPONSOR-THEMED AWARDS

Sponsor-themed awards of $500 each will be announced by 5/1/24. We are anticipating new themes in addition to similar encores of the 2023 competition, which were:

- Berks History Center Award: Any of 5 designated historical sites
- Garden Arty Award: Garden with water feature
- Mansions & Monuments: Reading’s Centre Park Historic District
- Berks Farmways: Local farmlands or the farming life
- Berks Waterways within the Schuylkill River watershed

QUICK DRAW

1st, 2nd & 3rd Place Awards in a Student category (Elementary through college) as well as an Adult category. Details will be announced by May 1.
Mick McAndrews has a remarkable talent for capturing the mood and atmosphere of a subject, combining the magic of watercolor with reverence for composition and design to create works of sophisticated simplicity. He is a signature member of the Philadelphia Watercolor Society (Crest Award recipient), the Pennsylvania Watercolor Society (Sylvan Grouse Guild inductee), the Baltimore Watercolor Society, the Whiskey Painters of America, and the Mid-Atlantic Plein Air Painters Association. Recent accomplishments include:

- Best in Show 2023 Parrsboro International Plein Air Festival
- 3rd Prize 2022 Plein Air Easton Competition
- 3rd Prize 41st Annual Adirondack National Exhibition of American Watercolors
- Local Treasures Award 2022 Wayne Plein Air Festival
- Exhibited 13th Annual Signature American Watermedia International Exhibition
- Exhibited 148th Annual International Exhibition American Watercolor Society
- Exhibited 2018 and 2021 National Watercolor Society Member Exhibition
- Exhibited 2021 American Impressionist Society Associate Member Exhibition
- Exhibited 17th National Exhibition of the American Society of Marine Artists

See Mick's work and full bio at www.mickmcandrewsfineart.com.
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.artplusgallereypa.com/artist-guide-to-berks.html.
ENTRY PROCEDURE

Submission deadline: March 1, 2024.

Use the Entry Form at www.artplusgallerypa.com to submit JPGs of three pieces created primarily en plein air and within the last three years. Direct link: https://www.artplusgallerypa.com/pawr-2024-entry-form.html

Show only the image; no frame, mat or background. File size must not exceed 2MB. Naming files: your last name_first name_medium_title.

Example: Slocum_Russell_oil_GriesemersBridge. A $40 entry fee must be submitted along with the images.

Thirty artists will be selected from all entries. The event administrators reserve the right to marginally increase or reduce the number of participants. Entrants will be notified about acceptance the week of 3/12/24.

RULES

Plein Air West Reading (PAWR) is open to all artists 18 and over. Only work completed on validated surfaces between Saturday, June 8 and Friday, June 14, 2024 will be considered for judging.

1. Check-in: Canvases and other surfaces must be stamped at check-in. The backs of hardboard should be gessoed or otherwise have a white area for stamping. Alternate validation will be allowed for watercolors. You may have stamped as many surfaces as you anticipate using. If needed, additional surfaces may be stamped through the week at Art Plus Gallery during open hours. Artwork submitted on an unstamped surface will not be accepted at intake.

2. Subject Matter: Subjects may include landscapes, wildlife, streetscapes, architecture, people etc. in any outdoor setting in, or seen from, 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.

3. 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.

4. Submission Specs: Maximum size is 30”, including frame, along the longest edge. Artwork should be framed and wired, with your name and title clearly visible on the back. Gallery-
wrapped canvases (at least 1” deep) will be accepted if the edges are finished and dry—i.e. acrylics are okay, wet oil paints are not.

5. Intake will be Friday, June 14 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, securely wired, labeled and ready to hang.

6. 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.

7. Framing: All 2-D work entered must be submitted framed, wired and presented with a professional appearance. Gallery-wrapped (and wired) canvases with finished edges are also permissible. Work that is submitted with an unfinished or unprofessional appearance may be disqualified from the exhibition.

8. Hanging & Awards: Once your entries have been checked, you will hang your own work on a designated panel. A volunteer will guide and help take your work to your designated panel, the location of which will have been selected by random drawing. Hanging hooks will be provided. You will tape your label to a back edge of your frame so it is visible from the front. All artwork hanging will be eligible for the traditional awards. You will also be given a sheet of color-coded dots (one of each) and allowed to designate one painting for each of the sponsor-themed awards. The exhibit area will close at noon for judging. The Patrons Preview in the theater will open to artists and invitees at 6:00pm, and the awards presentation will begin at 7:00.

9. 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.)

SCHEDULE
More details will be provided at check-in.

Sat., 6/8: First day artists may check in. Check-in will be at Art Plus Gallery, 604 Penn Avenue, West Reading, PA 19611, beginning at 9:00AM. Artists may also check in Sunday or Monday. You may have all of your surfaces stamped at that time. Details will be included in your welcome pack.

Paint anywhere in Berks County all week. If you need additional surfaces stamped, you can have this done at Art Plus Gallery starting at noon every day. Hold all of your completed artwork for Friday intake.
Sun or Mon, 6/9 or 6/10: Also available for check-in. A Quick Draw will be held Sunday or Monday; the location and details will be announced in May.

Mon., 6/10: From 6:30-8:30pm, an Artist/Sponsor Mingle will offer the chance to enjoy food, beverages and casual conversation with peers and event sponsors.

Friday: 6/14: Intake at the Olympian Ballroom, 603 Penn Ave. will be 9:00-noon. You’ll hang your own art.

Saturday, 6/15: The exhibit will be rehung directly in front of the ballroom, in a large exhibit tent, 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 help staff the booth along with Art Plus Gallery members and volunteers. Artists may sign up for co-hosting at check in.

Plans for demos and other activities during the day will be detailed at check-in.

Throughout the day, visitors to the exhibit (there likely will be over one thousand) 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, 6/18 thru 6/30: Participating artists will be invited to hang up to 3 unsold pieces in the featured exhibit in Art Plus Gallery, or one of the gallery’s nearby retail showcases, until Independence Day weekend. If the work is still unsold by the end of the extended exhibit, it will be the artist’s responsibility to pick it up. If you do not plan to participate in this extended show, you will take unsold artwork at the end of the Saturday festival.

HOST HOUSING

We have a number of generous supporters of the arts who have indicated that they will open their nearby homes to visiting artists. There will be no charge for the accommodations, but it is hoped that artists will follow the tradition of leaving their hosts a painting as a token of gratitude.

Accepted artists who contact us first will be placed in this limited number of private homes. Should there not be enough host housing available, suggestions for convenient hotels and other accommodations will be provided. (Details will be provided closer to the event.)

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.