



Art & Photography Show and Sale August 30-October 21, 2011

The Schuylkill River National & State Heritage Area (SRHA), managed by the Schuylkill River Greenway Association (SRGA), cordially invites you to submit original artwork or photography for the *Scenes of the Schuylkill River Heritage Area* Juried Art Show and Sale that will display at Montgomery County Community College (MCCC) West Campus Gallery, North Hall, 16 W. High Street, Pottstown. You are invited to submit original artwork or photography on paper or canvas of a scene within the Heritage Area. **The work should communicate the distinctive nature of the region and can focus on the people, river, streams, landscape or historic properties.**

The Schuylkill River Heritage Area encompasses the Schuylkill River watershed within Schuylkill, Berks, Chester, Montgomery, and Philadelphia Counties (a watershed is the region draining into a river, river system, or other body of water). This includes over 1.2 million acres (1,750 square miles) and is home to 3.2 million people. A map of the Heritage Area has been provided for your reference. More information about Heritage Areas and the work we do is at www.schuylkillriver.org.

SRHA strives to revitalize and restore the Schuylkill River region through natural and cultural resource conservation, recreation, education, community revitalization, and heritage tourism. Scenes of the Schuylkill River Heritage Area shines a spotlight on the unique qualities of the region through the talents of the arts community.

A \$300 *Scenes of the Schuylkill River Heritage Area Best of Show* award will be selected. Best of Show winner will also receive \$1,000 worth of services from North Penn Art, including framing, giclee, etc. A second prize of \$200 and third prize of \$100 will also be awarded. The Heritage Area will collect a 20% commission fee from all sales that result from the show and exhibit. If your work is sold, the 20% commission fee is tax-deductible by the purchaser. **New this year:** A fourth prize, with a \$100 award, will be given for the best winter scene. There will also be three honorable mentions awarded at \$25 each.

This year's juror is Mary Teeling, Curator of Education and Public Programming at the Philadelphia Museum of Art. The show will run from August 30 to October 21, 2011. A Reception/Annual Meeting will be held Saturday evening October 8, 2011. The reception will be by invitation only, and artists in the show will receive complimentary tickets for themselves and guests.

Submission Details

- Three submissions are allowed per artist. Attach a label from the submission application to the back of each artwork.
- The non-refundable application fee is \$20 for the first submission and \$10 each for the second and third, payable by either cash or check to Schuylkill River Greenway Association (SRGA)
- Original submitted artwork/photography must be suitable for exhibition, framed and wired. ***Jurors strongly request that matting should be a neutral color—white or ivory, and frames should be plain. Work not ready to hang, or not appropriately framed or matted, can be juried out of the show at the gallery director or juror's discretion.***
- Diptychs, triptychs, etc., must be in a single frame. If not, they will be considered separate entries.
- SRGA and MCCC do not assume responsibility for any work; however, all reasonable care will be taken in handling pieces submitted. SRGA and MCCC do not insure your work and you enter at your own risk.

Scenes of the Schuylkill Timeline

August 2	Deliver Artwork, 12 Noon – 7 p.m. at MCCC Gallery, 16 High Street, Pottstown
August 3	Artwork juried
August 3-5	Artists notified by phone if work NOT accepted
August 15	Pick-up unaccepted work between hours of 12-7 p.m. at MCCC Gallery, 16 High Street, Pottstown
August 30	Opens to the Public. Gallery Hours: Friday, 8 a.m.-5 p.m. Monday-Thursday, 8 a.m.-9:30 p.m.
October 8	Schuylkill River Festival. Special Saturday Gallery hours during Festival 11 a.m.-4 p.m. Scenes of the Schuylkill River Heritage Area Reception/Annual Meeting, 5-7 p.m. Invitation only. Artists in show will receive complimentary tickets
October 21	Show ends
October 24	Pick Up Artwork, 12-7 p.m. at MCCC Gallery, 16 High Street, Pottstown

2011 Scenes of the Schuylkill River Heritage Area Submission Application

Please deliver original artwork with this application and a non-refundable \$20 application fee for the first piece, \$10 each for second and third pieces on August 2, 2011, from 12-7 p.m. to Montgomery County Community College West Campus Art Gallery, North Hall • 16 West High Street • Pottstown, PA 19464.

MCCC Gallery Director: Holly Cairns • (215) 619-7349 • HCairns@mc3.edu
SRHA: 140 College Drive • Pottstown, PA 19464 • (484)945-0200 • info@schuylkillriver.org

Artist name: _____

Address: _____

Phone Number: _____ E-mail address: _____

ARTWORK #1 Title: _____

Location in Heritage Area: _____ Price: _____ Medium: _____

ARTWORK #2 Title: _____

Location in Heritage Area: _____ Price: _____ Medium: _____

ARTWORK #3 Title: _____

Location in Heritage Area: _____ Price: _____ Medium: _____

OFFICE USE ONLY:

Artwork rec'd by: _____ Date: _____ Entry fee paid: Cash Check # _____ Total paid: _____
1 piece - \$20 total fee, 2 pieces - \$30 total fee, 3 pieces - \$40 total fee



(Make a copy for each piece of artwork and attach to the back)
Scenes of the Schuylkill River Heritage Area Art Show and Sale

ARTIST: _____

ADDRESS: _____

PHONE: _____ E-MAIL: _____

ENTRY TITLE: _____

LOCATION IN HERITAGE AREA: _____ PRICE: _____ MEDIUM: _____

I agree to the conditions set forth in this prospectus and give permission for my piece of work submitted for this show to be reproduced for promotional purposes.

Signature _____ Date _____

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ADDRESS: _____

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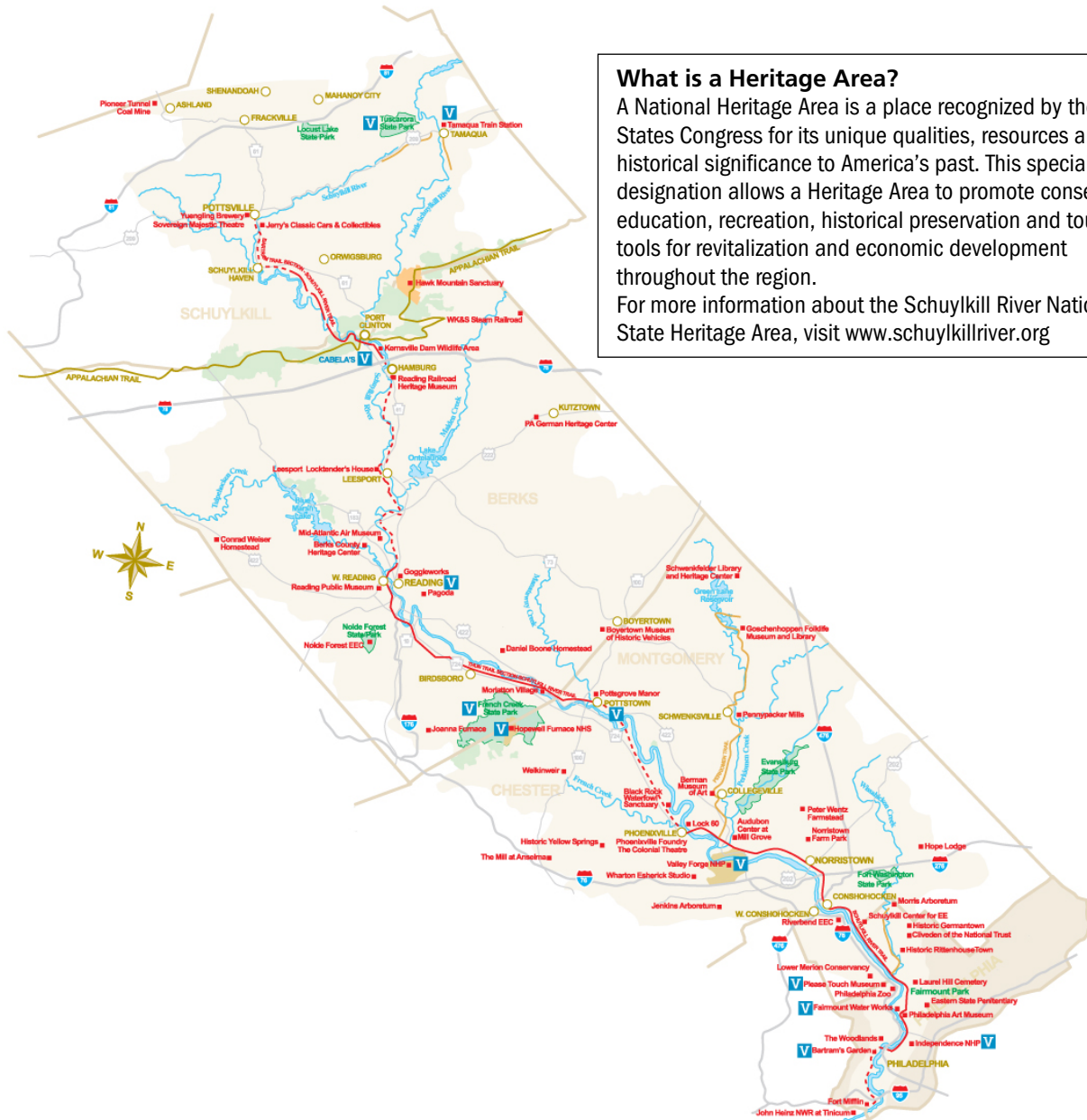
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Signature _____ Date _____



SCHUYLKILL RIVER

NATIONAL & STATE HERITAGE AREA



What is a Heritage Area?
A National Heritage Area is a place recognized by the United States Congress for its unique qualities, resources and historical significance to America's past. This special designation allows a Heritage Area to promote conservation, education, recreation, historical preservation and tourism as tools for revitalization and economic development throughout the region.
For more information about the Schuylkill River National and State Heritage Area, visit www.schuylkillriver.org