

# Imagination Expressed 2024

**PAL's 16<sup>th</sup> Members' Show at the Museum on Main March 13-May 11  
Museum on Main, 603 Main St, Pleasanton**

## PROSPECTUS

This show is open to PAL members.

\*COVID restrictions may apply and will be determined prior to the show.

- **EXHIBIT DATES:** March 13 to May 11, 2024
- **REGISTRATION DEADLINE:** Tuesday, March 5
- **DELIVERY OF ART:** Tuesday, March 12, 10:00 am to 1:00 pm
- **DELIVERY OF ART LOCATION:** MUSEUM on MAIN
- **RECEPTION DATE:** Saturday March 16, 12:00 pm to 2:00 pm
- **PICK UP ART DATE:** Tuesday May 14, 10:00 am to 1:00 pm
- **PAL MEMBERSHIP (required)** You must be a current 2024 PAL member by registration.
- **REGISTRATION FEE:** \$30 for up to **two** 2D/3D artworks plus limited number of Case Entries. The final allocation of case space---in quantity, in location, or in any other respect---lies within the discretion of the MOM Curator.  
Registration is free for current MOM members. Methods of payment: Check by mail, PayPal, or credit card online.
- **MOM MEMBERSHIP (optional):** Current MOM members waive the registration fee. The museum membership fee for an individual has increased this year to \$45. For PAL members entering the show your membership fee remain at \$30 for this year's show, but will not include a pass for the Museum's speaker series as it has in the past. You may purchase passes for the speaker's series at the member's rate and receive all other member benefits. Become a member at: <https://www.museumonmain.org/membership>. Indicate that you are a PAL member who will be entering the show.
- **MOM INCOMING LOAN AGREEMENT:** Download, fill out and bring this document at drop-off. If you have it filled out ahead of time, it really speeds up registration.
- **JUDGE:** Jeff Dunn, photographer, teacher, multi-media judge.
- **AWARDS:** Best of Show: \$150 (1), Merit Awards: \$100 (3), Honorable Mention: \$50 (5)

**REQUIREMENTS:** PAL members 18 years and over only. All 2D and 3D work is eligible. Artwork must be original and wholly completed by the artist. Entries must not be more than 2 years old. The entries must not have received awards in previous PAL shows. No guided workshop or classwork allowed. Subject matter that may be objectionable to the public (full frontal nudity, obscenity, extreme political or religious views) may be disqualified at the discretion of PAL and the show organizers. You must be a current 2024 PAL member and registered by March 5, 2024.

**SIZE & WEIGHT:** If outside frame or substrate material exceeds size: 48" x 48" or the piece exceeds 25lbs, please contact Show Chair.

**2D DISPLAY GUIDELINES:** These guidelines are intended to help ensure your artwork and the handler's safety. Artwork considered unsafe for hanging may be disqualified at the discretion of PAL and/or the show organizers.

- Neat and sturdy frames must be in good condition. Plexiglass covering is strongly recommended for all framed pieces 16" x 20" and over.
- Backing material recommended: foam board or acid free material.
- Picture frame hangers must be D-ring flush type; no sawtooth, eye hooks or clamps.
- Wire must be fastened securely with wire ends taped. The wire must not be visible above the frame.
- Paintings on Aquaboard (or similar surface), cradled panels and varnished/finished protective coating may be displayed without acrylic covering but must still be framed and wired with D-ring hangers.

### **3D DISPLAY GUIDELINES:**

On the online form enter:

- Length x width x height in inches
- Media (wood, ceramic, resin, etc.)
- Type of artwork (sculpture, plate, vase, etc.)
- How your 3D entry should be displayed ---hanging on wall, sitting on a pedestal or in a case.

### **3D CASE ENTRY GUIDELINES:**

- Read case allocation policy in the Appendix or on the PAL website (<https://www.pal-art.com/call>) carefully.
- Download Case Space Request Spreadsheet from the PAL website.
- Fill out, rename, and upload with your online registration.
- Rename your spreadsheet as LastnameFirstname\_CaseRequest.xlsx (for example: SmithJohn\_CaseRequest.xlsx)
- Members can alternatively send to Museum Curator Ken MacLennon, [curator@museumonmain.org](mailto:curator@museumonmain.org), their 3D case entry inventory sheet which should include for each piece a title/ID number, a description/media and prices/NFS

### **ENTER AND PAY ONLINE:**

- Enter online on PAL's website ([www.pal-art.com/call-artists/](http://www.pal-art.com/call-artists/)) by clicking HERE on the line "Online Entry HERE." Carefully read prerequisites and click "HERE" at bottom to enter Online registration.
- Members must upload entry images in .jpeg format.
- For the best digital image quality, we recommend 1200 pixels on the longest side; one artwork per file.
- Show image only, without mat and frame.
- Name your artwork file as; *LastnameFirstname\_artworktitle*. (for example; SmithJohn\_SeaView.jpg).
- Pay by check or online with PayPal. If paying by PayPal, you will be presented with a PayPal button after you press SUBMIT.
- If paying by check, make check payable to Pleasanton Art League and mail payment to: Pleasanton Art League, PAL MoM Show 2024, P.O. Box 23, Pleasanton, CA 94566.

**LABELS:** Download a sheet of labels from the Pal website, <https://www.pal-art.com/call-artists/>. Make 2 labels for each piece. Attach labels to the front and back of 2D artwork in the upper left-hand corner and anywhere on the 3D artwork.

## **MOM INCOMING LOAN AGREEMENT**

You must fill in and bring the MoM incoming Loan Agreement.

A copy of this document can be downloaded from the PAL website at <https://www.pal-art.com/call-artists/> and must be submitted at drop-off.

Note: Without this document the Museum cannot take responsibility for your artwork(s).

## **SALES:**

The sale of all artwork will be handled by PAL. On behalf of the artist, PAL will collect and report the sales tax. Pal will retain 20% commission on the list price and remit 80% to the artist. Checks for sales will be generated and mailed to the artist within 30 days of the show closure.

## **CONDITIONS AND LIABILITIES**

No work may be withdrawn before the end of the show or entered in a simultaneous show.

Artists/artworks that fail to meet the entry requirements will be disqualified. PAL and MoM reserve the right to photograph artwork or copy images for promotional purposes. PAL does not provide insurance for artwork while in its possession. PAL and MoM cannot guarantee protection of artists' works against damage or loss.

**SHOW CHAIR CONTACT INFO:** Christine Bourg, [chrisbourg6@aol.com](mailto:chrisbourg6@aol.com) (925) 640-3086

## **Appendix:**

### **Casework Allocation Policy for Pleasanton Art League Shows at Museum on Main**

- 1. Artists requiring casework are strongly encouraged to contact the Museum Curator ahead of the show regarding their display space needs.**
  - This communication should include the approximate number of pieces involved, the approximate size of the footprint they take up on display, and the minimum necessary clearance for the tallest ones.
  - It is particularly important to know whether your submission will include pieces that require more than 10" of vertical clearance, and how many.
  - This communication may also include requests for particular location(s) in the gallery.
- 2. Artists who provide the above information in advance will receive preferential consideration in space allocation.**
- 3. The final allocation of case space—in quantity, in location, or in any other respect---lies within the discretion of the Curator.**
  - If insufficient space exists to accommodate every artist's request in full, artists may receive less space than requested.
  - The location of casework and the assignment of locations may change from year-to-year, depending upon considerations, including but not limited to safety, ADA compliance, and aesthetic effect upon other parts of the show.
- 4. This policy may be applied to other exhibits hosted at the Museum on Main as the Curator deems appropriate.**