



“Expressions in Pastels”

MAPS Annual Judged Exhibit
Sept. 21-Nov. 23, 2024
Purcell Gallery at Louisa Arts Center

The [MidAtlantic Pastel Society \(MAPS\)](#) is sponsoring our annual judged exhibit, “Expressions in Pastels,” in the Purcell Art Gallery at the Louisa Arts Center, 212 Fredericksburg Ave., Louisa, VA 23093 from Sept. 21 through November 23, 2024. The judge for this exhibit will be Colette Ody Smith. The judge’s selections for awards will be announced at the opening reception on Sept. 27, 2024, from 6-8 PM, where ribbons, cash prizes and merchandise prizes will be awarded. Cash prizes are 1st Place - \$350, 2nd Place - \$200, 3rd Place - \$100, Honorable Mentions, 3 awards - \$50 each. Merchandise prizes will be announced and awarded at the opening reception.

Venue – “At the center of performance, visual, musical, and cultural arts in Louisa, Virginia, the Louisa Arts Center provides high-quality entertainment and art exhibitions to brighten the lives of the residents of Louisa County and its surrounding areas.” “The Purcell Art Gallery is the epicenter of fine-art display within our community. Our gallery features dynamic exhibitions year-round, from nationally recognized artists, respected art guilds, and local artists.” Excerpts from the *Louisa Arts Center website*, <https://louisaarts.org>

Judge – Colette Ody Smith is a widely exhibited, award-winning painter, educator, and juror, working primarily in soft pastels for nearly 30 years. Working from natural subjects, her paintings have a contemporary, almost abstract sensibility. She has been featured in newspaper stories, publications and magazines including *American Artist*, *The Artist’s Magazine*, *Pastel Journal*, and *Pratique des Arts*.

Registration Fee – Registration opens at 1 PM on June 21. Members may register up to 3 paintings. The registration fee for this exhibit is as follows: \$30 for the first painting, and an additional \$10 for each additional painting (i.e., a total of \$40 if registering 2 paintings and \$50 if registering 3 paintings). All fees are due within 7 days of registering, payable through Square. Registration ends Sept. 10 unless gallery capacity of 60 to 90 paintings (depending on sizes registered) is reached sooner. A paid MAPS membership for the 2024-2025 fiscal year (MAPS fiscal year is June 1 through May 31 each year) is required to register. Click [here](#) to access the MAPS membership link if you need to join/renew.

Online Registration Requirements - Please read this section carefully as registration will be different than in the past. Two registrations are a requirement for this exhibit.

MAPS REGISTRATION – FIRST, the artist must register on the MAPS website at <https://www.midatlanticpastelsociety.com/exhibitions.html> between June 21 and September 10. Artists’ contact information and number of paintings will be entered, and MAPS registration fees will be collected. Registration will open on June 21 at 1 PM.

LOUISA ARTS CENTER REGISTRATION – SECOND, to meet requirements set by the Louisa Arts Center, the artist must register detailed information through ArtCall.org. A link to the ArtCall.org registration will be included in the email you receive after you complete the [MAPS Registration](#). ArtCall.org registration will open at 1 PM on June 21 and the artist must complete their ArtCall registration no later than Sept. 10. There is no additional fee charged by the Louisa Arts Center in their registration



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process. This second registration will benefit the MAPS artists because it will be used to create a virtual exhibit on the Louisa Arts Center website, where sales can be made in addition to those made at the gallery. The ArtCall.org registration includes painting titles, sizes, costs, and artist’s name and contact information. Artists will also submit photos of their paintings for the virtual exhibit through the ArtCall.org registration process. All photos must meet these criteria: jpg or png formats, under 4MB in size, and a minimum of 540 pixels to a maximum of 1920 pixels on the longest side. (If you are unfamiliar with how to format your photos, we have resources on our website at <https://www.midatlanticpastelsociety.com/exhibit-resources.html>.) The ArtCall.org registration will also be used to create wall cards and the inventory for the physical exhibit. Because of these uses for the ArtCall.org registration process, you cannot enter paintings in ArtCall.org as TBD. A link to the ArtCall.org registration will be included in the email you receive after you complete the MAPS Registration.

Failing to complete both the MAPS and the ArtCall registration by September 10 will prevent your participation in this exhibit and we will be unable to refund your registration fee.

General Requirements: Exhibitors must adhere to requirements for exhibiting with MAPS found in [MAPS Standing Rules Addendum – Exhibit Rules](#). You may click on the [link](#) to access the rules, or you may find them in the Members Only Section on the MAPS website.

The exposed surface of all paintings must be at least 80% soft pastel. No oil pastels. The work must not be glazed with a finished surface of matte acrylic, resin, or solvent varnish as these glazes change the properties of the pastels and the painting becomes mixed media. If your painting has won an award in a previous judged MAPS exhibit, it is not eligible to be entered. Please attach a label to the back of your painting that includes your name, painting title, size, and price. You may use your own labels or the labels that are included on the last page of this prospectus.

Theme, sales, commission – The title for this exhibit is “Expressions in Pastels”. There is no required subject for paintings. The Louisa Arts Center will handle all sales and will retain a 30% commission on the price the artist lists. Artists are also requested to contact the Arts Center and remit 15% of the sale price of any item which is purchased by an Arts Center client or referral within 365 days of the exhibit’s opening.

MAPS Publicity – If you would like a photo of your painting to be considered for MAPS publicity, you may also submit digital images to Patti Jeffries at patti.jeffries@gmail.com by Aug. 15. Use the same size requirements for your photos that you used in your ArtCall.org registration. MAPS will publicize the exhibit through its website and social media pages. Artists are also encouraged to provide information about the exhibit to their patrons, family, and friends.

Contact Terry Atkinson at teeatkinson@gmail.com with questions.



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NOTE: Your online entry submission constitutes acceptance of all conditions and terms in this prospectus. MAPS Exhibit Rules will be followed for this and all exhibits and are incorporated by reference into this prospectus. Refer to these rules for requirements for exhibiting with MAPS.

Timeline for MAPS “Expressions in Pastels” Exhibit

June 21, 2024	Begin on-line MAPS registration on MAPS website at 1 PM
June 21, 2024	Begin on-line ArtCall.org registration at 1 pm (a link to the ArtCall registration will be included in an email you receive after completing the MAPS registration)
August 15, 2024	Photos for MAPS’ publicity are due to Patti Jeffries
Sept. 10, 2024	Artists MUST COMPLETE MAPS Registration to exhibit. MAPS Registration closes at 5:00 pm
Sept. 10, 2024	Artists MUST COMPLETE ArtCall Registration to exhibit. ArtCall Registration closes at 5:00 pm
Sept. 21, 2024	Drop-off at Louisa Arts Center between 10:30 and 11:30 am
Sept. 27, 2024	Opening Reception and Awards Announcements from 6:00 – 8:00 pm
Nov. 22, 2024	Exhibit ends: paintings may be picked up at close of business or
Nov. 23, 2024	Painting pick-up between 10:30 and 11:30 am

-----Cut Here for Painting Label-----

TITLE: _____

ARTIST: _____

PRICE: _____ SIZE _____ MEDIUM: SOFT PASTEL

-----Cut Here for Painting Label-----

TITLE: _____

ARTIST: _____

PRICE: _____ SIZE _____ MEDIUM: SOFT PASTEL