



37 Sudden St., Watsonville, CA 95076  
Phone: (831) 722-3062 - [pvarts.org](http://pvarts.org)  
Gallery Hours: Wednesday – Sunday 11am-4pm

Executive Director: Valéria Miranda  
Office Manager: Brianna Flores  
Gallery Coordinator: Bianca Jimenez-Gutierrez  
Exhibit Coordinator: Hedwig M. Heerschop

## [CALL FOR ENTRY](#)

### ***Mi Casa es Tu Casa; History, Loss, and Healing***

**Exhibit Dates: October 27 – December 12, 2021**

**Opening Reception: Sunday, November 7, 2021**

**1:00PM – 3:00pm**

**[DEADLINE FOR ENTRY: September 7, 2021](#)**

#### ***This year's theme: Mi Casa es Tu Casa; History, Loss, and Healing***

*Mi Casa es Tu Casa* is PVA's annual exhibit inspired by *Día de Los Muertos/Day of the Dead*, a traditional holiday in Mexico that commemorates community members and family who have passed away. *Altars/Ofrendas* are built in homes, churches, schools, cemeteries, and museums that honor and remember the dead. PVA invites you into "our home" to participate in **Mi Casa es Tu Casa** by building an altar, installation or other art medium to and celebrate these remembrances. You are encouraged to interpret the *Día de Los Muertos* altar-making tradition in any manner that honors your own experiences and beliefs.

This year the exhibit will focus on three themes. The 500- year commemoration of the Mexican Pandemic (1521-1600), family and community members who have passed during this past pandemic year and La Cultura Cura/Healing.

**History:** The commemoration of the 500-year anniversary of the pandemic in Mexico caused by smallpox and other newly introduced diseases resulted in the deaths of millions of Indigenous people. Beginning in 1521, ninety percent of the Indigenous population succumbed to diseases.

**Loss:** Using altares/altars, art, installations, we will invite families to use the space to honor those they have lost during the time of the 2020 pandemic. Large gatherings such as funerals have been avoided to prohibit the spread of the disease. We are encouraging you to use entries that honor your own experiences and beliefs.

**Healing:** Concha Saucedo writes that La Cultura Cura/Culture Heals. We are all born into cultures that have traditions, beliefs, practices, and other elements that offer healing such as Compadrazco, Temazcal/medicinal, steam baths, hierbas/healing herbs, dignidad/dignity, respeto/ respect, confianza/trust, carino/love for life, esperanza/spirituality, and myths. We would invite you to think of what has provided healing. We ask that you incorporate some representation of **History, Loss, & Healing** in your altar/artwork.

**Who Can Participate in Altar Building?** Any formal or informal group of two or more people may enter. Past participants have included: families, school groups, art collectives, non-profits, clubs, colleagues, and informal groups of all kinds.

**Size of Altars:** The altars are approximately 3-6 feet wide and 1-2 feet deep. Please specify if you will be using the wall space behind your altar (some altar spaces may be in front of windows). The size and location of your space within the gallery will be sent to you with your confirmation. If you prefer a specific space in the gallery, please indicate it on your entry form. If you have any special space or installation requirements (such as electricity) please note it on the entry form, pages 4-5.

**Cost:** Though not required, we encourage a donation of \$30.00 participation fee per group/ altar (or individual displaying 2-D work) to help offset the exhibit costs. Groups are responsible for providing their own building materials and table(s). Two-dimensional work must be wired, framed and ready to hang, no exceptions.

**Two-Dimensional Work:** If you would prefer to enter original 2dimensional artwork, not previously exhibited at PVA, with the subject matter of Dia de Los Muertos and/or our theme of **History, Loss, and Healing** we have a limited amount of space available. Please submit jpegs of your work with your entry form, and we will let you know if we can accommodate your work.

## **Calendar of Participation:**

- Tuesday, September 7** Completed entry forms due at PVA. Space is limited and provided on a first come first serve basis — **apply early!**  
**PVA must receive the form no later than September 7**
- Friday, September 17** Confirmation of participation by PVA
- Monday, October 11** Loan Agreement signed and returned to PVA  
2-D artwork drop off: 3:00pm - 6:00pm

### **ALTAR INSTALLATION DAYS:**

#### **Monday, October 11 – Wednesday, October 22:**

Altar building afternoon, evening and weekend hours will be available on an appointment. Altars must be installed during this time period, **no exceptions please**

- Wednesday, October 27** Exhibit opens
- Sunday, November 7** Opening Reception 1:00pm – 3:00pm
- Sunday, December 12** De-install and pick up altars from 4:00pm – 6:00pm
- Monday, December 13** De-install and pick up altars by appointment only

**All altars/artwork must be removed by December 16**

Email entry form to: [hedwig@pvarts.org](mailto:hedwig@pvarts.org) by September 7  
or mail to Hedwig at: PVA 37 Sudden Street, Watsonville, CA 95076

**ENTRY FORM**

**DEADLINE FOR ENTRY: September 7, 2021**

***Mi Casa es Tu Casa: History, Loss, and Healing***

**Exhibit Dates: October 27 – December 12, 2021**

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I/We would like to participate in this exhibit by:

Building an Altar or Installation: \_\_\_\_\_

Submitting 2-Dimensional work: \_\_\_\_\_

Volunteering as a Docent/Greeter/Guide: \_\_\_\_\_

I would like to support this exhibit by enclosing a check in the amount of \$ \_\_\_\_\_

**ALTAR INFORMATION**

Group name and/or name of the organization: \_\_\_\_\_

You/primary representative: \_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Contact address: \_\_\_\_\_

Number of people in the group: \_\_\_\_\_

Names of participating artists: (Please use additional sheets if necessary)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please provide us with as much information as you can, regarding your expectations/needs for your altar space. Do you have any special requests about the space in which you will build your altar (size, location, height, electricity, etc.)? Day and time when you would like to come for installation (see dates on previous page).

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In about 25 words, or less, please describe your group and the intention of your altar: (for display near your altar, use additional sheets if necessary)

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or mail to: Hedwig Heerschop, PVA, 37 Sudden Street, Watsonville CA 95076

**Fill out this section for 2-Dimensional Pieces only:**

Please provide a jpg and the following information for each piece:  
(Please use additional sheets if necessary)

Name: \_\_\_\_\_

Title of Work: \_\_\_\_\_

Medium: \_\_\_\_\_

Size: \_\_\_\_\_

For Sale: \_\_\_\_\_ Not for Sale: \_\_\_\_\_ Value: \_\_\_\_\_