



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; *Life Changes, Life Continues***  
***La vida cambia, la vida continúa***

**Exhibit Dates: October 26 – December 4, 2022**  
**Opening Reception: Sunday, October 30, 2022**  
**1:00PM – 3:00pm**

**DEADLINE FOR ENTRY: September 7, 2022**

***This year's theme: Mi Casa es Tu Casa; Life Changes, Life Continues***

***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/ofrenda, 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.

### ***After the Pandemic***

With the challenges in the last four years, COVID created a portal for change. As a global community, we have had to come together to a new way of operating. The digital world has connected us to people far away and has brought us closer together. We have lost community members, family, and young ones. The pandemic has given the opportunity to reflect, plea within ourselves, and with our ways of being. Our communities have taken a toll. Our health care workers, educational system, agricultural, non-profits, artists and public safety sectors have produced solutions to a multiplicity of problems. Each one working together to put a salve and alleviate the aftermath of COVID.

**What shift has occurred as a result of COVID? Has the pandemic and COVID affected your lifestyle?**

- Home, work, gatherings, health, spirit, energy

We come together to celebrate the lives of those who came before us. We invite you to create and show the resilience, the struggle and the humanity that we learned from our loved ones.

**Who Can Participate in Altar/ofrenda 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/ofrendas:** The altars/ofrendas are approximately 2-4 feet wide and 1-2 feet deep. Please specify if you will be using the wall space behind your altar/ofrenda (some altar/ofrenda 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/ofrenda (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 2-dimensional artwork, not previously exhibited at PVA, with the subject matter of Dia de Los Muertos and/or our theme of *Life Changes, Life Continues*. 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:**

**Wednesday, 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 16** Confirmation of participation by PVA

**Thursday, October 6** Loan Agreement signed and returned to PVA  
**2-D artwork** drop off: 3:00pm - 6:00pm

**ALTAR/OFRENDA INSTALLATION DAYS:**

**Thursday, October 6 – Saturday, October 22:**

Altar/ofrenda building afternoon, evening and weekend hours will be available by

appointment. Altars/ofrendas must be installed during this time period,  
**no exceptions please**

**Wednesday, October 26** Exhibit opens

**Sunday, October 30** Opening Reception 1:00pm – 3:00pm

**Sunday, December 4** De-install and pick up altars/ofrendas from 4:00pm – 6:00pm

**Monday, December 5** De-install and pick up altars/ofrendas by appointment only

**All altars/ofrendas/artwork must be removed by December 5**

Email entry form (see next page) 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

**Mi Casa es Tu Casa; *Life Changes, Life Continues*  
*La vida cambia, la vida continúa***

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

Building an Altar/Ofrenda 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/OFRENDA 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/ofrenda space. Do you have any special requests about the space in which you will build your altar/ofrenda (size, location, height, electricity, etc.)? Day and time when you would like to come for installation (see dates on previous page).

What do you Require/Need? \_\_\_\_\_

Electricity \_\_\_\_\_

Wall and installation Space 2-4 " \_\_\_\_\_

Wall and installation space greater than 4' (for larger collaborations only). \_\_\_\_\_

Window behind installation ok \_\_\_\_\_

Wall space only \_\_\_\_\_

Special request for specific space in gallery \_\_\_\_\_

Installation tools? \_\_\_\_\_

Installation advice? \_\_\_\_\_

Is this your first time participating in building an altar/ofrenda/installation in the PVA space? \_\_\_\_\_

Preferred installation dates and times \_\_\_\_\_

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

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**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: \_\_\_\_\_

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