



37 Sudden Street, 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

Program Coordinator: Josefina Rocha



@PajaroValleyArts

## CALL FOR ENTRY

### ***Mi Casa es Tu Casa Honrando a Nuestros Ancestros Honoring our Ancestors***

**Exhibit Dates: October 18 – December 3, 2023**

**Opening Reception: Sunday, October 29, 2023**

**1:00PM – 3:00pm**

**DEADLINE FOR ENTRY: September 8, 2023**

This year's theme: ***Honrando a Nuestros Ancestros - Honoring our Ancestors***

***Mi Casa es Tu Casa*** is an annual Pajaro Valley Arts exhibit inspired by the traditional holiday of *Dia de Los Muertos/Day of the Dead*, which is celebrated throughout Mexico and beyond, to remember and honor those who have passed from this life. This cherished tradition brings together mothers, fathers, children, relatives, and friends as they prepare altars to welcome back the spirits each year.

Households traditionally celebrate this festival of life, which is dedicated to the remembrance of beloved individuals (and even pets in some cases) who are no longer living in this world. It is a vibrant celebration filled with life, cherished memories, and an array of colors. The altars, known as *ofrendas*, are adorned with food, drink, and cherished mementos, beautifully arranged amidst flowers and candles. Marigolds, the flowers of the dead, fill the air with their fragrance, inviting the spirits to return. Altars/*ofrendas* are constructed not only in homes but also in churches, schools, cemeteries, museums and art galleries, all with the purpose of honoring the departed. *Dia de Los Muertos/Day of the Dead* is observed throughout Mexico and in households throughout the world, on the last day of October and the first two days of November.

Pajaro Valley Arts is inviting artists, community groups and local residents to construct altars, installations, or other art projects "in our home" that celebrates and honors these cherished memories. Together, we pay homage to our ancestors by creating a space for remembrance and reflection.

**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 **2-4 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 3 - 4.

**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 2-dimensional artwork, not previously exhibited at PVA, with the subject matter of Dia de Los Muertos and/or our theme of ***Honrando a Nuestros Ancestros - Honoring our Ancestors***. 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:**

- |                                |   |
|--------------------------------|---|
| <b>Friday, September 8</b>     | Completed entry forms due at PVA. Space is limited and provided on a first come first serve basis — <b>apply early!</b><br><b>PVA must receive the entry form no later than September 8</b> |
| <b>Wednesday, September 13</b> | Confirmation of participation by PVA.<br>Send out Loan Agreement  |
| <b>Friday, September 29</b>    | Loan Agreement signed and returned to PVA   |
| <b>Monday, October 2</b>       | <b>2-D artwork</b> drop off: 3:00pm - 6:00pm  |

**ALTAR INSTALLATION DAYS:**

**Monday, October 2 – Saturday, October 14**

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

- |                              |  |
|------------------------------|--|
| <b>Wednesday, October 18</b> | Exhibit opens  |
| <b>Sunday, October 29</b>    | Opening Reception 1:00pm – 3:00pm                        |
| <b>Sunday, December 3</b>    | De-install and pick up altars from 4:00pm – 6:00pm       |
| <b>Monday, December 4</b>    | De-install and pick up altars <b>by appointment only</b> |



**ENTRY FORM**

***Honrando a Nuestros Ancestros - Honoring our Ancestors***

**Exhibit Dates: October 18 – December 3, 2023**

**Opening Reception: Sunday, October 29, 2023**

**1:00PM – 3:00pm**

**DEADLINE FOR ENTRY: September 8, 2023**

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 page 2).

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 *ofrenda*/installation in the PVA space? \_\_\_\_\_

Preferred installation dates and times, (see dates on page 2) \_\_\_\_\_

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)

\_\_\_\_\_  
\_\_\_\_\_

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

Please provide a jpg and the following information of your artwork:

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

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

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

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

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

**Email entry form to: [hedwig@pvarts.org](mailto:hedwig@pvarts.org) by September 8, 2023**  
or mail to: Hedwig Heerschop, PVA, 37 Sudden Street, Watsonville CA 95076