



July 25, 2021
Berkshire Art Association (BAA)
in collaboration with Berkshire Lightscapes

ARTISTS FROM THE BERKSHIRES AND BEYOND: CALL FOR ART FOR BERKSHIRE LIGHTSCAPES

Through the BAA, members of the public are invited to submit original video works. Submitted videos will be selected by a jury of artists to be projected on the wall of the Colonial Theater.

Berkshire Lightscapes, whose goal is to light up Downtown Pittsfield, has launched the Video Projections Project; a sensational series projecting original videos on the large south wall of the Colonial Theatre, 111 South Street, Pittsfield. Currently, the venue is lit up nightly with the unique video work of artist Joe Wheaton. Berkshire Art Association is partnering with the Berkshire Lightscapes to call for short films and videos. We seek to showcase creative film works during late summer and fall of 2021. A jury of artists will select videos. Works will be selected for extraordinary (family-friendly) subject matter and visual appeal. Selected works will be projected along with short videos from the Berkshire Theatre Group and the City of Pittsfield. There is no fee for submission.

CALL to ARTISTS

Berkshire Art Association and Berkshire Lightscapes
Seek Short films and videos
Deadline: Sunday, August 22 at 11:59 pm.

berkshirelightscapes2021.artcall.org

SPECS:

Format: MOV or MP4 Resolution 1920 x 1080

Videos should reflect the quality of your everyday work. You may submit up to three videos.

Artists and creatives may submit videos of two lengths:

- 2-minute videos to be shown daily in a loop with other short videos in from the Berkshire Theatre Group (Colonial Theatre) and the City of Pittsfield.
- 3-10 minute videos which will be showcased at a Special Video Party.

Special Opening Video Party Night: Planned for September 24, 2021. Refreshments will be available.

- **SUBMISSION**

Go to: berkshirelightscapes2021.artcall.org to submit Artist Statement and upload videos.

Submissions will be accepted until August 22, 2021. Late entries will not be accepted. ALL submissions are FREE.

Artists (and websites) will be added to the Artists Registry at berkshireartassociation.org.

LIVE EVENT

Hosted by Berkshire Lightscapes and The Colonial Theater on September 24, 2021

Questions?

Email: president@berkshireartassociation.org

Berkshire Art Association

The Berkshire Art Association's mission is to connect artists and the community to inspire creativity and increase access to the visual arts.

Memberships to the Berkshire Art Association support the college BAA Fellowship Scholarships and the Annual Fellowship Show at the Lichtenstein Center for the Arts and Grants to Berkshire County High Schools Art Classes, Art Field Trips, Art Supplies, and so much more. It also supports special exhibitions and shows such as First Fridays Artswalk and the 10 x10 Real Art Party (RAP), a collaboration with the Storefront Artist Project.

Berkshire Lightscapes

Berkshire Lightscapes ("BL") was organized in 2017 to install a series of lightscapes throughout downtown Pittsfield. The goal was to illuminate and energize downtown buildings, streets, and public spaces in artistic, energy-efficient light-emitting diode ("LED") lighting. The program has lit up City Hall, Dunham Mall, Persip and Sottile Plazas, the Colonial Theatre, the Barrington Stage Wolfson Center, the former First Agricultural Building at 100 North Street, the Shipton Building and Crawford Square. BL was envisioned to be a multi-year undertaking, building upon the previous 20+ years of downtown revitalization and beautification.

Berkshire Lightscapes is sponsored by the Downtown Pittsfield Cultural Association (DPCA), a 501c3 non-profit organization whose mission is to promote and operate cultural, artistic, and educational programs that assist in the revitalization of downtown Pittsfield. DPCA is an affiliate of Downtown Pittsfield, Inc.

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