



New Hampshire Art Association

Robert Lincoln Levy Gallery

April 2024 - “38th Annual Omer T. Lassonde Open Juried Exhibit”

For almost four decades the New Hampshire Art Association has hosted this beloved exhibition in honor of Omer T. Lassonde, who was one of the founding members of our organization. We are grateful for Lassonde’s vision and enduring generosity that has enabled the NHAA to flourish and continue to provide important exhibition opportunities to regional artists. This year we invite you to submit up to 3 of your best artworks in any theme. Open to artists from all over New England working in any medium.

DATES TO REMEMBER

EXHIBITION DATES: April 3-28

ONLINE IMAGE SUBMISSION DEADLINE: Thursday, March 7, 11:59 p.m.

NOTIFICATION OF ACCEPTED SUBMISSIONS: Monday, March 18

ARTWORK DROP OFF: Sunday, March 31, 4-6 p.m. and Monday, April 1, 9 a.m.-6 p.m.

OPENING RECEPTION: Friday, April 5, 5-8 p.m.

ARTWORK PICK UP: Sunday, April 28, 4-6 p.m. and Monday, April 29, 9 a.m.-6 p.m.

GUIDELINES TO FOLLOW

ELIGIBILITY: Open to all regional artists (NHAA members and non-members)

LOCATION: NHAA Robert Lincoln Levy Gallery AND online at nhartassociation.org

EXHIBIT FEE: NHAA Members: \$20 for one submission/\$25 for two submissions/ \$30 for three submissions

Non-Members: \$40 for one submission/\$45 for two submissions/\$50 for three submissions

COMMISSION STRUCTURE: Artists retain 60%, NHAA retains 40% of sale price.

ARTWORK ACCEPTED:

We are accepting 1-3 works per artist.

2D framed work and 3D work will be accepted.

2D work - **maximum framed dimension 60” in the longest direction including frame.**

3D work – Wall hanging 3D pieces must fit within the dimensions above. If your work weighs more than 35 pounds, we ask that you arrange a time to help install your work or provide a hanging system with instructions. Freestanding 3D work must not exceed 42” in any dimension. We allow artists to provide special pedestals when necessary or desired by the artist.

All work must be created within the last 3 years.

All artists exhibiting with us must adhere to our PRESENTATION AND FRAMING GUIDELINES [Click here](#) and NHAA EXHIBIT AGREEMENT [Click here](#).

JURY PROCESS:

Our juror is Kate Rasche, Director, George Marshall Store Gallery, York, ME

All work will be juried blind using a digital format

Artists will be notified of acceptance status by email (via ArtCall) for each submission entered

AWARDS:

Thanks to the enduring generosity of Omer T. Lassonde and the New Hampshire Charitable Foundation, significant monetary awards will be granted to selected artists. Winning artists will also be invited to become juried members of the NHAA. **1st Place: \$1000: 2nd Place: \$750: 3rd Place: \$500, Honorable mentions will be selected**

SUBMIT YOUR WORK IN 4 EASY STEPS

Step 1: Review this prospectus in its entirety to ensure you understand all requirements.

Step 2: Pay Your Entry Fee by selecting [ENTRY FEE](#) to make online payment.

Step 3: Submit Your Information and Images by selecting [ENTER SUBMISSIONS](#). You will be taken to ArtCall, which is an online entry system. If you have not already registered with ArtCall, you will be asked to register. All artists can use this system to enter submissions and print out their labels. To participate you must submit images of your work. You can upload 2 images for each piece, but only 1 is required. The images will be used to represent your art on the website for online sales. Please use sharp, high-quality images with a neutral background. Remember that the deadline for submission is **March 7, 11:59 p.m.** The online system will automatically close at this time. It is recommended that you DO NOT wait until the last day to submit your work. Artwork not entered into ArtCall will not be accepted. Contact us if you need help using ArtCall.

ABOUT OUR JUROR KATE RASCHE:

Kate is an artist and arts administrator with over a decade of industry experience. She was raised in York and holds an MFA from Tufts University and a degree in studio art from Skidmore College. She comes to the George Marshall Store Gallery after serving as assistant director at ArtsWorcester in Worcester, MA.

ABOUT OMER T. LASSONDE:

Omer T. Lassonde was the Administrator of the WPA Federal Arts Project in his native New Hampshire. In 1940, he helped found the New Hampshire Art Association to exhibit and further the work of contemporary artists throughout the state by hosting exhibitions of art across New Hampshire. Lassonde was a modernist painter known for his spirited landscapes and expressive use of bold color. Born in Concord to French-Canadian parents, Omer Thomas Lassonde (1903-1980), was schooled in Manchester and Philadelphia, and painted in Monhegan and Gloucester with some of the great colorists of the 1920s. No matter what style he later adopted, Lassonde remained a committed colorist throughout his career. He studied at the Philadelphia Academy of the Fine Arts and the Hugh Breckinridge School of Color, East Gloucester, MA. Originally expecting to become a portraitist, one of his subjects, New Hampshire Governor, John G. Winant, suggested he go to the South Pacific like Gauguin to paint. Indeed, Lassonde is most famous for the year he spent painting the landscape and native life of West Samoa in 1930. In 1947 Bradlee, later editor of The Washington Post, claimed that he had 'done more than any man living to put New Hampshire on the map artistically'. As a tribute to his artistic legacy, his widow, Luisa W. Tompkins, donated their Boscawen house and his many paintings to the New Hampshire Art Association after his death in 1980."

- [Fosters March 10, 2013](#)

ABOUT NEW HAMPSHIRE ART ASSOCIATION:

The New Hampshire Art Association (NHAA) serves established and emerging contemporary artists to cultivate creativity, community, and culture through education, events, and exhibitions. Founded over 80 years ago, NHAA supports artists throughout the state with satellite galleries to exhibit their work along with their main gallery located in downtown Portsmouth.

FOR QUESTIONS CONTACT: Carol Van Loon (603) 431-4230, nhaa.carolvanloon@gmail.com