

2010 CALL FOR ENTRIES



NATIONAL WATERCOLOR SOCIETY 90th Annual Exhibition

October 30 – December 11, 2010

Entry DEADLINE: June 26, 2010



NATIONAL WATERCOLOR SOCIETY

NWS PURPOSE

The National Watercolor Society brings before the public the best of water media painting, representing a wide range of directions and technique, from experimental to traditional and encourages support for watercolor as a vital, enduring and expressive medium.

CALL FOR ENTRIES

90th Annual Exhibition,
October 30 – Dec 11, 2009,

NWS Gallery

San Pedro, California

CALENDAR

June 26: Postmark Deadline for Entries

July 10: Slide/Digital Image Jury Day

July 11: Notification Begins

Aug 9-14: Delivery of Accepted Paintings

Aug 21: Verification of Accepted Paintings, Granting of Awards and Signature Status

Oct 30: Luncheon and Awards Ceremony, Reception

Oct 30: 90th Annual Show Opens

Dec 11: 90th Annual Show Closes

DEMONSTRATION SERIES and WORKSHOPS:

Sunday, Oct 31: John Salminen Demo

Sunday, Nov 7: Karen Frey Demo

Sunday, Nov 14: Ron Ranson Demo

Oct 25-29: John Salminen Workshop

Nov 15-19: Ron Ranson Workshop

JURY OF SELECTION

Mark E. Mehaffey, Chairperson

Carla O'Connor and Jim Salchak, Jurors

Peggy Flora Zalucha, 1st Alternate; Susan Webb Tregay,
2nd Alternate; Ken Goldman, 3rd Alternate

AWARDS

Over \$25,000 in Purchase, Cash and Merchandise Awards

JUROR OF AWARDS

Christopher Schink is an internationally known painter, author and instructor. He holds a B.A. in Fine Arts from Stanford University and has studied privately with Rex Brandt, Edward Betts, and Barse Miller. Schink's paintings have been included in numerous national and international exhibitions including Watercolor USA, The NWS Annuals, and Watercolor West. His paintings are in many private and corporate collections. Mr. Schink has conducted workshops in 45 states in the U.S. as well as internationally. He has served as juror for over 40 state, regional, national, and international exhibitions. Schink is the author of several popular books and the co-editor of the The Palette Magazine. His work has been featured in books and magazines including American Artist, Artists' Magazine, and International Artist.

ELIGIBILITY

The 90th Annual Exhibition is open to all water media artists. Paintings must be done on a paper surface and unvarnished. Water media must be the dominant element. No digital art, photography, prints or reproductions. **No work that has been previously exhibited in any show which accepts entries nationally.** No work done in a class or workshop setting. Work must have been completed within the last two years. Source material must be original and not derived from any published images. The image you submit must be of the same painting available for the exhibition. If your painting is selected and you withdraw, or if the painting does not meet the eligibility requirements set forth in this prospectus, you will not be allowed to enter the NWS Annual Exhibition for 2 years. **Please read the rules carefully before entering.**

JURYING PROCEDURE AND SEQUENCE

The Annual Exhibition is selected by the Jury of Selection in two stages: first, an initial review of digital images and tentative selection (slides will be converted to digital images); second, an examination of each painting received to make sure it matches the submitted image, meets eligibility requirements and is properly framed. Tentatively accepted pieces may be rejected at this time. The Juror of Awards reviews the framed paintings and determines the awards.

TRAVELING EXHIBITION

A Traveling Exhibition of 30 paintings will be chosen by the Juror of Awards for a one-year national tour.

ENTRIES

NWS will accept one entry per entrant, in either slide or digital format. We encourage digital entries and there will be a \$5 conversion fee for slide entries. Slides must be 35 MM color in a 2" x 2" mount. No glass slides and no tape or attached labels may be used. Digital files should be 5 MB or less, either JPEG or TIFF, with a 200 pixels per inch minimum resolution.

ACCEPTED WORKS

Artists whose paintings are accepted in the initial jurying will receive labels and instructions for shipping and delivery.

ENTRY FEES (Non-refundable)

Signature and Associate members whose dues are paid for the current year may submit one entry for a fee of \$20. The fee for non-members is \$30. **An additional \$5 conversion fee is charged for slide entries.** Fees must be paid by check or postal money order in U.S. funds only. All entrants will receive a catalog of the 90th Annual Exhibition.

SALES

Unless specified by the artist, it is assumed that all paintings are for sale. NWS is responsible for all sales and will retain 30% of the selling price for its services. Artists should adjust their prices accordingly. Although the utmost care will be taken in handling digital media, slides and paintings, NWS and its representatives will not be responsible for damage or loss, whatever the cost. Artists should carry their own insurance. **There will be no price changes after acceptance.**

FRAMING AND SIZE REQUIREMENTS

Minimum Image Size: 9" x 12".

Maximum Frame Size: 40" x 50", either horizontal or vertical.

The frame must be simple but sturdy enough to support the artwork without buckling the Plexiglas cover. **The framed work must be light enough to be handled by one person.** Diptychs and triptychs must be mounted within a single frame. The painting must be ready for hanging with wire and secured under rigid Plexiglas. No glass. No saw tooth hangers. Mats, if used, must be white or light neutral color.

PURCHASE AWARDS

The artist receives the full amount of the cash award (no commission) and the painting is placed in one of several art collections. For the \$4000 NWS Best of Show Award, the painting becomes part of the NWS Permanent Collection.

SIGNATURE MEMBERSHIP IN NWS

There are two paths to Signature Membership:

1) An artist whose painting is accepted in the 90th Annual Exhibition will be invited to submit three matted pieces, for review by the Jury of Selection. If the paintings are judged to meet the standards of quality and consistency required by the Society, the applicant will be invited to become a Signature Member.

2) Artists who have had three or more pieces accepted into the Annual Exhibition are also eligible to apply for Signature Membership.

ASSOCIATES OF THE NWS

Artists and friends of watercolor may become Associates of the Society merely by applying and paying the annual dues. Benefits include eligibility for the NWS Member Show, all announcements of NWS activities, the Newsletter, Prospectus, Catalog and reduced entry fee for the Annual Exhibition. Associates may not vote or use NWS initials after their name, but may serve on the NWS Board of Directors in some capacities. The NWS membership year runs from March 31 to March 30. To become an Associate member, send \$40 with your name and address to:

NWS Membership Director
915 South Pacific Avenue
San Pedro, CA, 90731

For additional copies of the Prospectus, information about the 90th NWS Annual Exhibit, the 2010 NWS Demonstration Series and Workshops and NWS Signature Membership, please visit the **NWS website: www.nationalwatercolorociety.org**

For questions about the 90th NWS Annual Exhibition or additional copies of this Prospectus, you may contact:

Nancy Shiershke
NWS Exhibition Director
505 Vaquero Rd., Arcadia, CA 91007
Phone: 626-447-2377 (NOTE Pacific Time)

SUBMISSION CHECKLIST

- ◇ Separate the Data Card from the rest of the prospectus by cutting on the dotted line at right and fold together.
- ◇ Complete the Data Card, using blue or black ink, and neatly letter/print. Fill in all blanks and check the appropriate boxes.
- ◇ Be sure to sign it.
- ◇ Enclose your check (NWS members \$20 or \$25 for slides; non-members \$30 or \$35 for slides) payable to NWS. If the address on the prospectus label indicates that you are a NON-MEMBER, please be sure to send the \$30 or \$35 fee. If you have recently joined as an Associate, please indicate the date you sent your check to NWS.
- ◇ Enclose a Self Addressed Stamped Business Size Envelope for return of materials and acceptance status letter. If you do not submit a SASE, you will not be notified unless your painting is accepted into the show.
- ◇ Follow instructions at right for your submission of a SLIDE or DIGITAL IMAGE. **Only one submission please.**