

AMERICAN WATERCOLOR SOCIETY, INC.

143rd ANNUAL INTERNATIONAL EXHIBITION PROSPECTUS

April 6 - May 2, 2010

47 Fifth Avenue, New York, NY 10003, USA

www.AmericanWatercolorSociety.org

The Annual Exhibition of the American Watercolor Society is juried by Signature Members who have been elected by the membership. It is the purpose of the Society to promote the art of watercolor painting and to exhibit annually works from the best contemporary watercolorists.

ELIGIBILITY

The Annual Exhibition is open to all artists working in water media on paper.

- **Watercolor** • **Acrylic** • **Casein** • **Gouache** • **Egg tempera**
- No collage, pastels, class work, digital images, any form of print or reproductions.
- Artists' original work only. No copies or likenesses of other artists' work including published source or reference not attributable to the artist.
- No work previously exhibited with the American Watercolor Society may be submitted.
- Maximum frame size is **44"** in any direction.
- Minimum image size is **140** square inches (multiply length x width).

ENTRY PROCEDURE - SUBMIT ONE: DIGITAL OR SLIDE

DIGITAL ENTRIES:

- Digital entries must be in JPEG format on a CD (compact disc)
- Resolution 300 DPI with a minimum of 1200 pixels on the longer side
- Image must be correctly oriented (vertical or horizontal)
- Show only the image, no frame or mat
- No digital enhancement is allowed
- JPEG file must include title of painting
- Label your CD, using permanent marker, as indicated below
- Accompany your entry with a 4" x 6" hard copy print out of your image and label with the same information as on the CD; indicate the "TOP" of the image
- CDs will NOT be returned

SLIDE ENTRIES:

- Submit one 35mm slide only in a 2" x 2" cardboard or plastic mount
- No glass slides or slides with tape or attached labels
- Mylar tape only for cropping **ON THE FILM ONLY**
- Label slide as indicated below

STUDENT CATEGORY:

- Entry fee \$30
- Include photo copy of Student ID

ALL ENTRIES:

- Postmarked no later than November 16, 2009
- Accepted work will be listed as indicated on catalog copy portion of entry form
- **NO CHANGES MAY BE MADE AFTER ACCEPTANCE.**
- All entries slide and digital must include #10 SASE (US \$0.61) envelope
- Foreign entries disregard postage



"not actual size"

Mail completed entry form along with slide **or** CD to the **specified addresses** listed below.

DIGITAL ENTRIES Signature, Candidates and Students	☞	AMERICAN WATERCOLOR SOCIETY 491 Baltimore Pike #223 Springfield, PA 19064, USA
DIGITAL ENTRIES Sustaining Associates and Non-Members	☞	AMERICAN WATERCOLOR SOCIETY 491 Baltimore Pike #690 Springfield, PA 19064, USA
ALL SLIDE ENTRIES Signature and Sustaining Associate Members, Candidates and Non-Members	☞	AMERICAN WATERCOLOR SOCIETY PMB 351 88 Glocker Way Pottstown, PA 19465, USA

NEW YORK • NEW YORK • NEW YORK

2010



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2010 • 2010 • 2010 • 2010 • 2010 • 2010

AMERICAN WATERCOLOR SOCIETY, INC.
47 FIFTH AVENUE, NEW YORK, NY 10003, USA



FIRST CLASS MAIL

**ALL ENTRIES MUST BE
POSTMARKED ON OR
BEFORE NOVEMBER 16, 2009**

LIABILITY

All artists whose work is selected for exhibition will receive instructions for shipping and delivery in the [Acceptance Notice](#). Although the utmost care will be taken in handling works of art, AWS and/or AWS' representatives and the Salmagundi Club will not be responsible for damage or loss, whatever the cause. Accepted artists release AWS, AWS' representatives and/or the Salmagundi Club from all liability with respect to loss or damage

to the artist's slides, CDs, and/or works of art. It is suggested that artists should carry their own insurance, in proper limits. [Submitting a work of art to this exhibition shall constitute an agreement on the part of the artist to comply fully with the conditions and terms set forth in this Prospectus as well as in the Acceptance Form.](#)

EXHIBITION - PROCEDURES AND REGULATIONS

All paintings become subject to the procedures and regulations of the AWS upon receipt in New York. No painting received for exhibition, either in the New York exhibition or the traveling exhibition, may be removed for any reason prior to the end of the exhibition(s). A **traveling exhibition**, consisting of 40 paintings, will be selected by the Jury of Awards for a nationwide tour of museums and galleries. All paintings, for which **Permission to Travel** has been granted by the artists, are eligible for

selection. Both the New York Exhibition and the traveling exhibition are handled by professionals and all due care is taken to insure the safety of every painting. **All work accepted for exhibition will be included on the AWS Compact Disk. Images of accepted work may be used by AWS in print/web promotional ads. Paintings receiving awards are reproduced in the Exhibition Catalog.**

SALES

The AWS welcomes more than 3,000 visitors to its Annual Exhibition each year and is noted for its outstanding quality and professionalism. The AWS always acts in your best interest, answering questions about artists and their techniques, styles and materials. Copies of the artist's statement and

bio are given with every sale and both are available in a binder for the interest and information of the visitors, as well as the many students and teachers in attendance. Consider this when preparing them!

- All paintings will be considered for sale at the price set forth by the artist in the catalog coupon below unless marked **NFS**.
- Once accepted into exhibition any painting sold by the artist or an agent of the artist is subject to the 35% donation for the duration of the New York exhibition or the traveling exhibition whichever is applicable.

- A 35% donation will be payable to the AWS for any painting sold in the New York exhibition or in the traveling exhibition.
- **Your Social Security Number will be requested if you win an award.**

SIGNATURE MEMBERSHIP

Any artist who has exhibited in two previous AWS Annuals may apply for membership. Write to FRANK WEBB, 5 Grandview Avenue, Apartment 401, Pittsburgh, PA 15211, for details. NO APPLICATIONS FOR THE

CURRENT YEAR WILL BE ACCEPTED AFTER NOVEMBER 1. Please specify the two years you were accepted. The November 16 deadline for slide submission is also applicable to candidates for membership.

SUSTAINING ASSOCIATE MEMBERSHIP

Information and applications for Associate Membership may be downloaded from our website or obtained by writing to the **American**

Watercolor Society, 47 Fifth Avenue, New York, NY 10003, Attention: Associate Membership.

AWARDS

Estimated \$40,000 In Cash and Medal Awards - Full Color Catalog - CD - No Purchase Awards

JURY OF SELECTION

James McFarlane, CH
Frank Webb
Pat Cook

Michele Izzo*
Mark Mahaffey
Judy Morris

JURY OF AWARDS

Steve Rogers, CH
Jada Rowland
Donald Stoltenberg

EXHIBITION CALENDAR

Entries Postmarked Monday, November 16
Acceptance Notice After January 11; **Check Website for List of Exhibitors**
Declined Notice After January 16
Receiving Dates Hand-Delivered Work to Salmagundi Club, Friday, February 19, Between 10 AM and 3 PM;
Shipped Work Due DAD Trucking on Friday, February 12
Notice of Awards After February 21 - **NO CALLS PLEASE**
Opening Reception Tuesday, April 6, 6 to 8 PM
Watercolor Evenings Tuesday, April 13 and April 20, 6 to 8 PM
Annual Meeting Friday, April 30 at 4 PM
Cocktails and Dinner Friday, April 30 at 6 PM to finish
Return of Work Monday, May 3 from 10 AM to 3 PM**

*Invited Juror

**You are responsible for notifying your agent of pick up date.

ENTRY PROCEDURES CHECKLIST

Did You:

1. Label your slide/CD according to the diagram and place it in a protective covering?
2. Complete the entry form in its entirety?
3. Enclose a #10 **SASE** with **\$0.61** US postage?
4. If a non-member, include a check for **\$40**?
5. Complete the "For Your Records" form below?

AMERICAN WATERCOLOR SOCIETY COMPLETE AND SAVE FOR YOUR RECORDS

Title _____ Price _____
Image _____ Frame _____
Size _____ Size _____
Date Entered _____ Insurance Value _____
Shipped By _____
Tracking Number _____

COMPLETE THE APPLICATION BELOW IN FULL AND RETURN WITH SLIDE OR CD AND SASE

All information submitted in this entry is final.

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143rd Annual International Exhibition

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CATALOG COPY

Title _____
Name _____
Address _____
City/State/Zip/Country _____

Circle one: **Signature** **Sustaining Assoc.** **Non-Member** **Student**

Sustaining Associate Members: If dues are not received by August 31, 2009 you must enter as a Non-Member.

DO NOT SEPARATE

Artist _____
Address _____
Title _____
Image Size _____ x _____ Frame Size _____ x _____
Price _____
If NFS, give your insurance value _____
Phone Number _____
E-Mail _____