

# AMERICAN WATERCOLOR SOCIETY, INC.

145th ANNUAL INTERNATIONAL EXHIBITION PROSPECTUS

April 3 – April 22, 2012

(Three Weeks)

47 Fifth Avenue, New York, NY 10003, USA

[www.americanwatercolorssociety.org](http://www.americanwatercolorssociety.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 painting in water media and to exhibit works from the best contemporary watercolor artists.

## 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: EITHER DIGITAL, ONLINE OR SLIDE IMAGE

### 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 printout 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

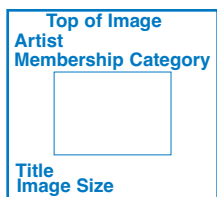
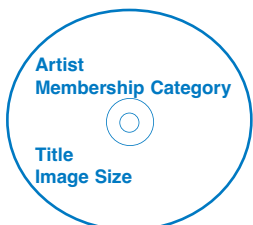
### ART STUDENT CATEGORY (Accredited Art School):

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

### ALL ENTRIES:

- **MUST BE POSTMARKED NO LATER THAN NOVEMBER 15, 2011**
- Accepted work will be listed as indicated on catalog copy portion of the application form (see details on reverse side)
- **NO CHANGES MAY BE MADE AFTER ACCEPTANCE**
- All entries, slide and digital, must include #10 SASE envelope
- Foreign entries disregard postage

**NEW! ONLINE ENTRIES:** Details at [www.americanwatercolorssociety.org](http://www.americanwatercolorssociety.org)



**E-MAIL ENTRIES:** Size your image to 1800 pixels on the longest side, 300 dpi / resolution. Your name, membership status, title and image size should be included in your e-mail. Send the application form (reverse side) with the other necessary information, along with a hard copy printout of your image and a SASE to: **AWS, 491 Baltimore Pike #223, Springfield, PA 19064**. Your entry will not be processed until your application form is received.

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

<b>ALL ENTRIES</b>		AMERICAN WATERCOLOR SOCIETY
<b>CD and Slide Submissions</b>	☞	491 Baltimore Pike #223 Springfield, PA 19064, USA
<b>E-MAIL ENTRIES</b>	☞	awsentry@aol.com
<b>ONLINE ENTRIES</b>	☞	<a href="http://www.americanwatercolorssociety.org">www.americanwatercolorssociety.org</a>

NEW YORK • NEW YORK • NEW YORK

2012



TM

145

2012 • 2012 • 2012 • 2012 • 2012 • 2012

ALL ENTRIES MUST BE  
POSTMARKED ON OR  
BEFORE NOVEMBER 15, 2011

## 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 in the Exhibition Catalog and on the AWS Compact Disk. Images of accepted work may be used by AWS in print/web promotional ads.**

## 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**.
- **Your social security number will be requested if you receive an award.**

- Any painting sold in the New York Exhibition or Traveling Exhibition is subject to a 35% donation to the AWS.

## SIGNATURE MEMBERSHIP

Any artist who has exhibited in two previous AWS Annuals may apply for membership. Write to DORLA DEAN SLIDER, 268 Estate Road, Boyertown, PA 19512, for details. **NO APPLICATIONS FOR THE CUR-**

**RENT YEAR WILL BE ACCEPTED AFTER NOVEMBER 1.** Please specify the two years you were accepted. The November 15 deadline for 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: Sustaining Associate Membership.**

# AWARDS

Estimated \$40,000 In Cash and Medal Awards

### JURY OF SELECTION

*Jim McFarlane, Chair*

*Linda Baker*

*Chin-Lung Huang\**

*President, Taiwan International Watercolor Society*

*Antonio Masi*

*Donna L. Zagotta*

### JURY OF AWARDS

*Marilyn Hughey Phillis, Chair*

*Henry Casselli*

*George R. James*

### EXHIBITION CALENDAR – Please note this year's changes

Entries Postmarked

Tuesday, November 15, 2011

Acceptance Notice

After January 12; **Check Website for List of Exhibitors**

Declined Notice

After January 18

Receiving Dates

Shipped Work Due at DAD Trucking on Friday, February 10

Hand-Delivered Work to Salmagundi Club,

Friday, February 17, Between 10 AM and 3 PM;

After February 21 - NO CALLS PLEASE

Notice of Awards

Tuesday, April 3, 6 to 8 PM

Opening Reception

Tuesday, April 10 and April 17, 6 to 8 PM

Watercolor Evenings

**Annual Meeting**

**Friday, April 20 at 4 PM**

**Cocktails, Awards Dinner Friday, April 20 at 6 PM to finish**

Return of Work

Monday, April 23 from 10 AM to 3 PM\*\*

\*Invited Juror

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

### ENTRY PROCEDURES CHECKLIST

#### Did You:

- Complete the form in its entirety?
- Label your slide/CD according to the diagram and place it in a protective covering?
- E-mail your image, submit application form and print out your image?
- If a non-member, include a check for \$60.00?
- If enrolled in an accredited art school include a copy of student ID and a check for \$30.00?
- If a Signature Member or Associate Member and dues are paid in full, no entry fee is needed.
- Enclose a #10 SASE with correct postage?

#### AMERICAN WATERCOLOR SOCIETY COMPLETE AND SAVE FOR YOUR RECORDS

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

## COMPLETE THE APPLICATION FORM BELOW IN FULL AND RETURN

All information submitted in this entry is final.

### AMERICAN WATERCOLOR SOCIETY, INC.

145th Annual International Exhibition

Title \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip/Country \_\_\_\_\_

**CIRCLE ONE: Signature Sustaining Assoc. Non-Member Art Student**

**Sustaining Associate Members: If dues are not received by September 30, 2011 you must enter as a Non-Member.**

### AMERICAN WATERCOLOR SOCIETY, INC.

145th Annual International Exhibition

#### CATALOG COPY

Artist \_\_\_\_\_

Address \_\_\_\_\_

Title \_\_\_\_\_

Image Size \_\_\_\_\_ x \_\_\_\_\_ Frame Size \_\_\_\_\_ x \_\_\_\_\_  
H W H W

Price \_\_\_\_\_

If NFS, give your insurance value \_\_\_\_\_

Phone Number \_\_\_\_\_

E-Mail \_\_\_\_\_

DO NOT SEPARATE