

# New Mexico Watercolor Society Prospectus

## Fall "OPEN" Watercolor Exhibition 2011

Entry Deadline	Friday, August 12, 2011
Entry Fees	\$15 for 1 painting, \$30 for 2 paintings, \$40 for 3 paintings (Maximum 3)
Juror/Judge	Ann Smith
Exhibition dates	October 7 - 30, 2011
Location	Albuquerque, New Mexico EXPO New Mexico (NM State Fairgrounds), Fine Arts Building
Eligibility	<b>Open to all Watercolor Artists in Continental United States</b>
Questions	NMWS Exhibition Committee Chairperson Toni Seidel: (505) 821-1791
Major Awards	Best of Show \$600 First Award \$500 Second Award \$400 Third Award \$300 (More awards to be announced)

### Juror/Judge Qualifications



**Ann Smith** is best known for her large scale abstract floral paintings. Her award winning images have been exhibited by such prestigious organizations as the National Watercolor Society, the Rocky Mountain National Water Media Exhibition and the Western Federation of Watercolor Societies. She has a degree in Biological Illustration from UCLA and her work has been featured in *Southwest Art*, *Watercolor Magic Magazine* and *Splash7*.  
<http://www.annsmithwatercolors.com/>

**Ann Smith** will conduct a four day (Oct 4 – 7) workshop prior to this years fall exhibition. Cost for members is \$220. For information contact: Barbara McGuire [bm McGuire@swcp.com](mailto:bm McGuire@swcp.com) or (505) 235-1375

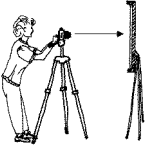
### Calendar

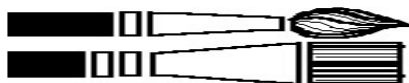
Friday, August 12	Entry deadline (emailed digital images and paper entries must ARRIVE by this date)
Friday, September 2	Notification of accepted paintings mailed
Monday, October 3 7:00 PM Tue – Fri, October 4 - 7	Ann Smith Demo - NMWS Meeting Workshop Ann Smith - Tue – Fri Fine Arts Bldg, Expo NM
Monday, October 3	Shipped Paintings Arrival Date to Mail Bank, 1208 San Pedro NE, Albuquerque, NM 87110 c/o NMWS
Tuesday, October 4	Hand-Delivered Paintings Received Time: 12:00-2:00 PM Location: Fine Arts Bldg, Expo NM
Wednesday, October 5	Judging for Awards
Thursday, October 6	Hang Show 12:00-4:00 PM
Friday, October 7	Opening Reception 6:00-8:00 PM with Ann Smith
October 8 - 30	Exhibition Open to the Public Thursday - Sunday 10 AM to 4 PM
Sunday, October 30	Exhibit Closes at 4 PM Pickup Paintings Time: 4:00-5:00 PM Location: Fine Arts Bldg, Expo NM Paintings <b>will not be released</b> before 4 pm.

### Do you want to become a member of the New Mexico Watercolor Society?

You can download an application from our website, [www.nmwatercolorssociety.org](http://www.nmwatercolorssociety.org) or contact us at:  
New Mexico Watercolor Society Membership Chair,  
PO Box 11604 Albuquerque NM 87192

## HOW TO ENTER

<p>①</p>	<p><b>CHOOSE YOUR PAINTINGS (MAXIMUM 3)</b></p>	<ul style="list-style-type: none"> <li>• <b>Entries must be original, entirely the work of the unsupervised entrant.</b> Copies, prints and digitally produced materials of any kind are not allowed.</li> <li>• Minimum image size is 80 square inches. Maximum image size is 30 x 38.</li> <li>• Entries must have been completed within the last two years.</li> <li>• Only works not previously accepted/shown in NMWS Spring or Fall Shows, Western Federation Shows, or MasterWorks of NM can be submitted.</li> <li>• Acceptable work for juried exhibitions shall include aqueous material defined as transparent and opaque watercolors (gouache), acrylics, egg tempera, casein, watercolor pencils, crayons and water soluble ink. No water-based oils. Collage is acceptable using plain white papers painted with water-based media.</li> <li>• Approved Papers and Supports:             <ol style="list-style-type: none"> <li>a. No pre-printed papers or embedded three dimensional objects will be accepted as part of a collage painting.</li> <li>b. All paintings shall be executed on approved paper. Approved paper is defined as cotton rag paper, cotton rag paper-mounted board, Yupo, watercolor canvas and Oriental papers. All other supports that are NOT approved include: clayboard, Masonite, canvas and wood.</li> <li>c. All finished artwork will remain unvarnished, framed and matted under Plexiglas.</li> </ol> </li> </ul>
<p>②</p>	<p><b>PHOTOGRAPH YOUR ENTRIES WITH A DIGITAL CAMERA</b></p>  <p><b>CROP AND SAVE THE IMAGES</b></p>	<p><b>Only digital entries of work will be accepted. (NO SLIDES)</b></p> <p>The juror will judge paintings by viewing digital entries only. If the image does not accurately represent the actual painting, your work will be rejected. You are encouraged to use a good digital camera (3.0 Mega Pixels or higher suggested). Please crop the image so only the painting is shown.</p> <p><b>File format:</b> JPG files (only), <b>Printer Resolution:</b> 300 dpi  <b>Image size:</b> maximum of 1200 pixels on the longest dimension.</p> <p><b>VERY IMPORTANT:</b> if the total file size of the image exceeds 750 K, DO NOT attempt to e-mail the image. Call the file manager for help in reducing the image size.</p> <p><b>File Name Convention:</b> first 4 letters of last name, first 4 letters of first name, month and year of exhibit, A, B, or C for entry number. (If your first or last name has only 3 letters, add an 'x' to complete the four letters.)          For example if Jon Smith had 3 entries:              smitjonx1011A.jpg              smitjonx1011B.jpg              smitjonx1011C.jpg</p>
<p>③</p>	<p><b>EMAIL IMAGES TO THE FILE MANAGER</b></p>	<p><b>Attach your digital entries to an e-mail sent to <a href="mailto:pderganc@comcast.net">pderganc@comcast.net</a></b></p> <p>Subject line should read: <b>Digital Entries Smith (use your own last name)</b></p> <p>In the e-mail please include your <b>full name, address, phone number, e-mail address</b> and also list the <b>file names</b> and the <b>full title of the paintings</b> you are attaching to that e-mail. You will receive a confirmation e-mail that your entries were received, or a request for appropriate corrections and re-submittal of your entries if prior to the deadline. <b>Note:</b> Painting titles are not to be more than twenty-five (25) characters including spaces. If you have any questions about this process, email the file manager, <b>Patti Derganc at <a href="mailto:pderganc@comcast.net">pderganc@comcast.net</a></b></p>
<p>④</p>	<p><b>FILL OUT THREE FORMS</b></p> <ul style="list-style-type: none"> <li>• Please print legibly.</li> <li>• All blanks must be filled out.</li> <li>• You may submit copied forms.</li> </ul>	<ol style="list-style-type: none"> <li><b>1. Entry Form</b></li> <li><b>2. Notification Card</b></li> <li><b>3. Artist's Record of Entry</b></li> </ol>
<p>⑤</p>	<p><b>WRITE YOUR CHECK</b></p>	<ul style="list-style-type: none"> <li>• \$15 for 1 painting, \$30 for 2 paintings, \$40 for 3 paintings (Maximum 3)</li> <li>• Make check payable to "New Mexico Watercolor Society"</li> </ul>
<p>⑥</p>	<p><b>MAKE A RETURN ENVELOPE (SASE) For notification of acceptance or non-acceptance of paintings into the Exhibition.</b></p>	<ul style="list-style-type: none"> <li>• #10 business/legal size (4-1/8 X 9-1/2") envelope</li> <li>• Put <b>postage for two ounces</b> on the envelope</li> <li>• Addressed to yourself</li> </ul>
<p>⑦</p>	<p><b>ASSEMBLE ENTRY PACKET</b> Use <u>Entrant's Checklist</u> at right.</p>	<ul style="list-style-type: none"> <li>• Address envelope to: <b>Patti Derganc, File Manager</b> <b>1624 Blair Ct. NE</b> <b>Albuquerque NM 87112 (505)235-8561</b></li> <li>• Include: Entry Form, Notification Card, Check, and SASE.</li> </ul>
<p>⑧</p>	<p><b>MAIL ENTRY PACKET</b></p>	<ul style="list-style-type: none"> <li>• Must be received by Fri, August 12, 2011, regular mail or hand-delivered.</li> <li>• NO entries may be sent by Registered or Certified mail or requiring a signature: These are unacceptable and will be rejected at the entry level.</li> <li>• NMWS is not responsible for late arriving entry packets.</li> <li>• If possible, please send your entries early.</li> </ul>



# NMWS

## Fall 2011 ENTRY FORM

### PRINT

Artist's Name \_\_\_\_\_

Phone (H) \_\_\_\_\_ (W) \_\_\_\_\_

Address \_\_\_\_\_

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

Email address: \_\_\_\_\_

Signature \_\_\_\_\_

(Submission to this exhibition constitutes acceptance and agreement on the part of the entrant to conditions and terms stated in this prospectus).

Image A Title \_\_\_\_\_

Image Size \_\_\_\_\_ Price \_\_\_\_\_

Filename of digital entry \_\_\_\_\_

Image B Title \_\_\_\_\_

Image Size \_\_\_\_\_ Price \_\_\_\_\_

Filename of digital entry \_\_\_\_\_

Image C Title \_\_\_\_\_

Image Size \_\_\_\_\_ Price \_\_\_\_\_

Filename of digital entry \_\_\_\_\_

### REMINDER:

**Entry forms (by US mail) and digital images (by email) must be RECEIVED by Fri August 12, 2011 to be eligible.**

**If an artist's painting is accepted into the show, the painting must be available for display or the artist will suffer an ineligibility penalty for future NMWS-sponsored shows for a period of two (2) years. The price of your painting cannot be changed after entry.**

### Cut NOTIFICATION CARD Fall 2011 Cut

Artist's Name \_\_\_\_\_

### PRINT

### DECISION OF JUROR

Image a Title \_\_\_\_\_

\_\_\_\_\_ Accepted \_\_\_\_\_ Declined

Image B Title \_\_\_\_\_

\_\_\_\_\_ Accepted \_\_\_\_\_ Declined

Image C Title \_\_\_\_\_

\_\_\_\_\_ Accepted \_\_\_\_\_ Declined

### ENTRANT'S CHECKLIST

The Entry Packet must include:

1. \_\_\_\_\_ Completed and signed entry form
2. \_\_\_\_\_ Filenames of the digital entries
3. \_\_\_\_\_ Completed Notification Card
4. \_\_\_\_\_ Cut Notification card from Entry Form before enclosing.
5. \_\_\_\_\_ Non-refundable check made out to:  
**New Mexico Watercolor Society**  
\$15 for 1, \$30 for 2, \$40 for 3 (3 maximum)
6. \_\_\_\_\_ SASE Return Envelope, with two stamps
7. \_\_\_\_\_ Address an envelope to:  
**Patti Derganc, File Manager**  
**1624 Blair Ct. NE**  
**Albuquerque, NM 87112**
8. \_\_\_\_\_ Seal and mail or hand deliver. Entries must be RECEIVED by Fri., August 12, 2011  
**NO EXCEPTIONS PLEASE**
9. \_\_\_\_\_ Fill out and keep Artist's Record of Entry

### ARTIST'S RECORD OF ENTRY Fall 2011

Image A Title \_\_\_\_\_

Image Size Medium Price

Image B Title \_\_\_\_\_

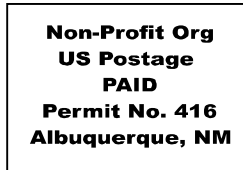
Image Size Medium Price

Image C Title \_\_\_\_\_

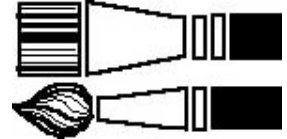
Image Size Medium Price

### QUALIFICATION FOR SIGNATURE MEMBERSHIP

Signature status is obtained by applying to the Signature Membership Chairperson of the Signature Members Group (SMG) after a NMWS member has been judged in five (5) juried NMWS, WFWS or MasterWorks of NM shows within a 5 year period, with a limit of 2 shows per year. Artists accepted into any NMWS show must save the catalog from each show to present to the secretary verifying membership eligibility (refer to Guidelines).



<http://nmwatercolorociety.org>  
New Mexico Watercolor Society  
P.O. Box 11604  
Albuquerque, NM 87192



## EXHIBITION DETAILS

### LIABILITY

NMWS does not carry insurance on paintings submitted for competitive exhibitions; every precaution will be taken for the safety of your works. Artists must carry their own insurance. NMWS or its representatives will not be responsible for theft, loss, or damage of works submitted. NMWS is also not responsible for shipping delays.

### USE OF PAINTINGS

Your signature on this entry form indicates your permission that, should your entry(ies) be accepted, a likeness of your work(s) may be displayed on the NMWS official website and/or used in promotional materials such as the show catalog and/or announcements for this and future exhibitions.

### FRAMING

Framing must meet gallery quality standards. Accepted paintings must be framed in metal or wood, matted in white or off-white. Colored liners are acceptable. Plexiglas must be used on all accepted works. Mats must be clean with no debris between the Plexiglas and the mat. The wires must be of heavy-weight strength and peak at 3-1/2" below the top of the frame. **Paintings not meeting these framing requirements will not be hung in the exhibit.**

### RIGHT OF REFUSAL

NMWS reserves the right to refuse any work that is damaged, improperly framed or fails to meet the entry requirements.

### HAND DELIVERY OF ACCEPTED PAINTINGS

Deliver the accepted paintings to EXPO New Mexico (State Fairgrounds) at the location and times specified in this prospectus. Paintings not arriving on time will not be judged, and may not be hung. (No handling fee if hand delivered)

### SHIPPED PAINTINGS

Paintings must be shipped to Mail Bank, 1208 San Pedro NE, Albuquerque, NM 87110 c/o NMWS. Shipped paintings must be received at least one day earlier than hand-delivered paintings. Late arriving paintings will not be judged and may not be hung.

Payment of handling: make checks payable to **Mail Bank**

- \$45 per single painting in one package/box, plus
- \$20 for each additional painting included in package/box, or
- \$55 per crate containing one painting, plus
- \$20 per additional painting in same crate
- A check for return shipping costs or pre-paid label.

### RETURN OF PAINTINGS

All paintings must be picked up on the specified time, day, and location specified on the prospectus calendar. No painting will be returned before the end of the show to ensure proper record keeping.

### STAFFING OF EXHIBITION

Accepted artists (living within 50 miles of the exhibit) are required to be the exhibition hosts. The hosts ensure the security of the paintings, provide information to visitors, request votes for the "People's Choice Award", and refer sales inquiries to artists during the exhibit. To schedule your "sitting time:"

1. Call the Gallery Host Coordinator specified in your acceptance packet to schedule a three-hour period of coverage during the hours the exhibit is open to the public (Thursday through Sunday only).

### OR

2. Pay a \$25 fee if unable to schedule a time or find a substitute sitter. If coverage is not scheduled by the day set for receiving paintings, the \$25 fee will be collected when the paintings are delivered.

### SALES

Accepted paintings may or may not be for sale. The price cannot be changed after entry. The exhibit hosts will take checks from buyers made out to the artist. Checks will be mailed to the artists after the show closes. If your painting sells, a red dot will be placed on your painting in the exhibit. Buyers may pick up purchased paintings only after the exhibit closes.

### DONATIONS

A tax-deductible donation, of 25% of the sales price, to the NMWS would be appreciated for any sold paintings. A receipt for all donations will be provided by NMWS.