

Prospectus/Entry Form
New Mexico Watercolor Society-Southern Chapter
2013 Fall Membership Show
“Desert Garden-Interpretations of the Challenges and Rewards of Gardening
in the Chihuahuan Desert, by NMWS-SC Artists”
New Mexico Farm & Ranch Heritage Museum August 16-December 1, 2013

The NMWS-Southern Chapter 2013 Fall Membership Show will open with a reception on August 15 and continue through Sunday, December 1, 2013. Approximately 30 paintings will be chosen by the F&R Museum staff based on connectedness to the Museum’s mission, quality, style, appropriateness for intergenerational public audiences, and size. The theme is *Desert Garden-Interpretations of the Challenges and Rewards of Gardening in the Chihuahuan Desert, by NMWS-SC*. All work must conform to the theme, and must be new, never before shown at the Farm and Ranch Museum, an NMWS-SC show, or in other Las Cruces/Mesilla shows. Entry is by digital image and completed form with entry fee appropriate to number of entries.

Many of us have heard the old claim that, “You can grow anything in the desert, if you just have enough water.” Generations of gardeners and farmers might not agree with that claim, though. Many of us - and many of our predecessors – have experienced substantial challenges, and of course, corresponding rewards, that go way beyond the need to supply water for our crops.

The artist should be aware that “during operating hours the general public, as well as artists and their friends and family, are required to pay the Museum’s admission fee (\$5 for adults, \$3 for adults 60 and over, \$2 for children ages 5-17, children 4 and younger are admitted free). Despite all the restrictions listed, the artist should realize that many organizations rent the museum for functions (meetings, weddings, fund-raisers, etc.) which bring people to see your art. These people would not normally attend the museum. They are often in a celebratory mood. The last time we did a show at F&R; six paintings were sold, which was fantastic. Encourage your friends and relatives to come to the reception....which is free.

TIMELINE

- Digital Images:**.....Received by Saturday, June 1, 2013
- Completed Entry Form:**..... Received by Exhibitions Chair by Saturday, June 1, 2013
- Acceptance:**.....F&R: List of Accepted works Monday, June 17, 2013
- Intake:**.....At the Farm & Ranch Museum, Tuesday, July 23, 2013
- Reception:**.....**Thursday, September 19, 2013** [The art exhibit will open to the public on Friday, August 16.]
- Pickup of Unsold Work:**.....Tuesday, December 10, 2013 (Last day of the show is December 1)

To be considered for exhibition

- **Original:** Entries must be new work, original, entirely the work of the unsupervised entrant. Work derived from other artists’ work will not be accepted. Copies, prints, and digitally produced materials of any kind are not allowed. **All work must be for sale. The F& R museum will take a **30% commission.**
- **Minimum IMAGE size** is 80 inches. **Maximum IMAGE size** is 26x34 inches.
- **Not previously shown:** Only works not previously accepted/shown in the NMWS-SC or other Las Cruces/Mesilla shows will be accepted, and **entrant expressly guarantees that work has not previously been shown at the Farm and Ranch Museum.**
- **Media:** Acceptable work includes aqueous material defined as transparent and opaque watercolors (gouache), acrylics, egg tempera, casein, watercolor pencils, crayons and water-soluble ink. No water-based oils, no impasto, style acrylic.

- Collage: Acceptable using plain white papers painted with water-based media. No pre-printed papers or embedded three-dimensional objects will be accepted as part of a collage painting.
- Papers and supports: Paper-mounted board, synthetic paper such as Yupo or Tyvek, watercolor canvas and oriental papers. Clayboard, Masonite, canvas and wood are not allowed.
- All finished artwork must remain unvarnished, will be framed and matted under clear acrylic.
- Mats: Accepted paintings must be matted in white or off-white. Colored liners are acceptable. No debris can be present between the mat and clear acrylic.
- Framing: Must meet gallery quality standards. Frames must be metal or wood, with well-fit corners. Clear acrylic must be used, not glass. Acrylic must be mar free. Hanging wire must be of heavy-weight and peak at 3 ½ inches below the top of the frame. No sawtooth hangers are acceptable.
- Labels: Labels stating artist's name, phone, painting title, and price should be placed on a card on the back of the painting in the *upper right hand corner*.

APPLICATION AND DIGITAL IMAGES MUST BE MAILED TO Chair/File Manager Jan Addy, 484 Calle de Oro, Las Cruces, NM 88007 nortonaddy@msn.com, no later than 5:00p.m. Thursday, June 1, 2013.

FEES—Make check payable to NMWS-SC. A maximum of three (3) entries per artist will be accepted. One entry may be submitted for \$10, 2 entries for \$15 and \$20 for three entries. Entry fees are non-refundable.

FILE FORMAT - Please crop images so only the painting is shown and submit images in JPG file format with a printer resolution of 72 dpi and a maximum of 700 pixels on the longest side. File should not exceed 500KB.

File Name—First four letters of last name, first four letters of first name, month and date of show, then A, B, or C. Therefore, three entries by Jane Smith would be named thus:

Smitjane0813A.jpg
Smitjane0813B.jpg
Smitjane0813C.jpg

NMWS-SC reserves the right to reject any paintings not meeting the above specifications, or not received during the intake hours and date noted above. Furthermore, the Farm and Ranch Museum reserves the right to reject a painting that is not ready to hang.

Neither NMWS-SC nor the NM Farm & Ranch Museum is responsible for works not picked up at the time specified above. Exhibitors expressly agree that the NM F & R may not act as a sales agent, but requires a 30% commission from the sale price of any works sold. Interested buyers will be directed to contact the artist directly.

***** The selling artist agrees to pay 30% of any sales to the NM F&R Museum. Commission checks made to NM Farm and Ranch Heritage Museum are due to the NMWS-SC Exhibits Chair by the pickup date, December 10, 2013. To facilitate sales, the Museum will provide a location for a notebook with additional information about the artist, and ways to communicate with the artists. The Museum will provide information through the front desk, if an interested buyer calls for information regarding a painting.**

Paintings sold are expected to hang until December 1, 2013.

Please complete entry form and mail with your check to: Jan Addy, 484 Calle de Oro, Las Cruces, NM 88007 to be received no later than June 1, 2013.

ENTRY FORM

NMWS-Southern Chapter 2013 Fall Membership Show

***Desert Gardens-Interpretations of the Challenges and Rewards of Gardening in the Chihuahuan Desert,
by NMWS-SC Artists***

New Mexico Farm and Ranch Heritage Museum—August 16- December 1, 2013

Artist's Name _____

Phone _____ **Email** _____

Painting Title 1. _____ **Size HxW** _____ **Price** _____

2. _____ **Size HxW** _____ **Price** _____

3. _____ **Size HxW** _____ **Price** _____

Image size: Minimum is 80 square inches. Maximum image size is 26x 34 (or 34x 26) inches. DIMENSIONS ARE HEIGHT BY WIDTH (HxW).

I agree to leave my painting on display until December 1, 2013.

I understand that if my painting sells, a commission of 30% deducted from the sale price indicated by me on the list of works supplied to the NMWS-SC will be donated to the NM Farm and Ranch Heritage Museum.

I agree that photos of my painting may be taken for use in publicity.

I understand that I am expected to be present at the opening reception.

Signature _____

Please complete this entry form and mail with your check to Exhibitions Chair/File Manager Jan Addy, 484 Calle de Oro, Las Cruces, NM 88007, to be received no later than Saturday, June 1, 2013.

Please feel free to contact either Pat Bonneau-White patdrama@zianet.com 647-3546 or Jan Addy nortonaddy@msn.com 640-1392, for further information, or if we can help you arrange to have your painting delivered to the F&R in the event that your summer plans interfere with the F&R schedule.

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