



AMERICAN WATERCOLOR SOCIETY, INC.

146th ANNUAL INTERNATIONAL EXHIBITION PROSPECTUS



The Salmagundi Club

April 2 – April 21, 2013

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47 Fifth Avenue, New York, NY 10003, USA

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 watermedia and to exhibit works from the best contemporary watercolor artists.

ELIGIBILITY

The Annual Exhibition is open to all artists working in watermedia on paper (Yupo is permitted).

- Watercolor, Acrylic, Casein, Gouache, Egg tempera
- No collage, pastels, class work, digital images, any form of print or reproductions.
- Artist's 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 PROCEDURES - SUBMIT ONE: DIGITAL ONLINE OR DIGITAL CD

DIGITAL CD ENTRIES:

- Digital entries must be in JPEG format on a CD (compact disc)
- Resolution 300 DPI with a minimum of 1800 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 name must include the artist name in this format: (smith_jane.jpg)



CDs will NOT be returned

CD MAILING ADDRESS:

AMERICAN WATERCOLOR SOCIETY
PO Box 23
West Creek, NJ 08092 USA

DIGITAL ONLINE ENTRIES

- Go to the AWS web site to review the instructions for online entry.
- You must create an online account if you do not already have one.
- If you submitted an entry for last year's exhibition you already have an AWS online account.
- If you need help logging in you may contact the AWS office (212-206-8986).

ENTRY FEES:

Signature Member	\$15
Associate Member	\$25
Lifetime Members	no fee
Non-Member	\$60

ALL ENTRIES:

- MUST BE POSTMARKED NO LATER THAN NOVEMBER 15, 2012
- Accepted work will be listed as indicated on catalog copy portion of the application form (see last page)

NO CHANGES MAY BE MADE AFTER ACCEPTANCE

- All entries must include #10 Self addressed STAMPED (first class postage) envelope or provide email address for notification
- Foreign entries may disregard postage

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's representatives, DAD Trucking and/or the Salmagundi Club from all liability with respect to loss or damage to the artist's 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). The **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. 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. If you are accepted, consider this when preparing these documents!

- 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 over \$600.
- 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 Exhibitions may apply for Signature Membership. Write to DORLA DEAN SLIDER, 268 Estate Road, Boyertown, PA 19512, for details. **NO APPLICATIONS FOR THE CURRENT 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 Sustaining Associate Membership may be downloaded from our website or obtained by writing to the American Watercolor Society, 47 Fifth Avenue, New York, NY 10003. Kindly include a self-addressed envelope with first class postage. Benefits of Associate Membership include all announcements of AWS activities, the twice yearly Newsletter, Prospectus, printed Catalog of the Annual Exhibition and reduced entry fee for the exhibition.

AWARDS

Estimated \$40,000 in Cash and Medal Awards

JURY OF SELECTION

Jim McFarlane, Chair
Miles G. Batt, Sr.
Joseph Zbukvic*

Carole Pickle
Bill Vrscak

JURY OF AWARDS

Sue Archer, Chair
Dan Burt
Bill Teitsworth

EXHIBITION CALENDAR

Entries Postmarked Thursday, November 15, 2012
Acceptance Notice After January 15; **Check Website for List of Exhibitors**

Declined Notice After January 17
Receiving Dates Shipped Work Due at DAD Trucking on Friday, February 8
Hand-Delivered Work to Salmagundi Club, Friday, February 15, Between 10 AM and 3 PM;

Notice of Awards After February 19 - NO CALLS PLEASE
Exhibition Opens Tuesday, April 2, 1 PM
Opening Reception Tuesday, April 2, 6 to 8 PM
Watercolor Evening Tuesday, April 16, 6 to 8 PM
Annual Meeting Friday, April 19 at 4 PM
Cocktails, Awards Dinner Friday, April 19 at 6 PM to finish
Exhibition Closes Sunday, April 21 at 6 PM
Return of Work Monday, April 22 from 11 AM to 3 PM**

*Invited Juror

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

CD ENTRY PROCEDURES CHECKLIST

Remember to:

1. Complete the form at bottom of page in its entirety
2. Label your CD according to the diagram and place it in a protective mailer
3. Submit application form below and print out your 4"x6" image
4. Include a check for entry fee: \$15 (Signature Member) \$25 (Associate Member) or \$60.00 (non-member)
5. Enclose a #10 SASE with correct first class postage or provide your email address

AMERICAN WATERCOLOR SOCIETY COMPLETE AND SAVE FOR YOUR RECORDS

Title _____ Price _____

Image Size _____ x _____ Frame Size _____ x _____
H W H W

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. 146th Annual International Exhibition

Title _____

Name _____

Address _____

City/State/Zip/Country _____

CIRCLE ONE: **Signature** **Sustaining Associate**
 Non-Member **Life Member**

If dues are not received by September 30, 2012,
you must enter as a Non-Member.

AMERICAN WATERCOLOR SOCIETY 146TH Annual International Exhibition CATALOG INFORMATION

Artist _____

Address _____

Title _____

Phone _____

Email _____

Image Size _____ x _____ Frame Size _____ x _____
H W H W

Price _____

If NFS give your insurance value _____