



PROSPECTUS

Watercolor West

www.watercolorwest.org

49th International Juried Exhibition

October 14 –December 17, 2017

City of Brea Art Gallery, 1 Civic Center Circle, Brea CA 92821

Watercolor West is dedicated to the celebration and advancement of transparent watercolor painting on paper by fostering its appreciation and encouraging its use in original artistic creations. In this exhibition, transparency and originality are paramount.

If you decide to enter, we ask that you honor the objectives of this event and abide by its rules. Individual diligence and careful attention will create an enjoyable and fair experience for everyone.

PURPOSE

To present an exhibition of excellent, original, transparent watercolor paintings.

ELIGIBILITY

This exhibition will consist only of **transparent watercolor** applied on a single piece of **rag or wood pulp paper** that is free of pigment and embedded materials. See *Transparency* www.watercolorwest.org.

The following are excluded:

- White paint of any kind.
- Gesso, matte medium or any other priming material or exterior surface treatment.
- Gouache, acrylics or water soluble oil.
- Ink, metallic or iridescent paint.
- Watercolor crayon, colored pencil, charcoal, pastel, Conte sticks or Conte crayon.
- Varnish, wax, wax crayon, oil sticks or oil pastel.
- Collage or surface constructions, impasto, embossing.
- Frisket or any other watercolor resist that is not removed from the final painting.

- Paper that is pigmented or has embedded materials.
- Yupo or similar papers.
- Canvas or canvas paper.
- Use of digital images or enhancements printed on the paper.
- This is not an exhaustive list. All other grounds, treatments, additives, media or art materials that do not conform to the spirit of the exhibition are also excluded.
- Graphite pencil may be used only for planning marks.

Open to all living artists. Members and non-members are welcome.

Entries must be original work created by the artist. It may not be a copy, likeness or derivative of another's artistic creation (paintings and/or photographs). Please see *Plagiarism* www.watercolorwest.org.

Work painted in a class or workshop or under the guidance of a teacher is not permitted.

Must be painted after January 1, 2015.

Maximum framed size not to exceed 48" on any side. Minimum image size (showing in mat opening) is 140 square inches.

Work previously exhibited at the City of Brea Art Gallery is not eligible.

Each artist juried into the exhibition must exhibit the same painting entered online and selected by the Juror. Failure to do so will result in ineligibility to enter Watercolor West exhibitions for the next 2 (two) consecutive years. The price stated at entry may not be changed.

Note: A WW Screening Committee will review the physical artwork for compliance. Works not adhering to the specifications will not be exhibited and will be returned at the artist's expense. Exhibition entry fees will not be refunded. The Screening Committee's decisions are final.

JUROR

The Juror for the 49th Watercolor West International Juried Exhibition, **John Salminen, AWS Dolphin Fellow, NWS, TWSA Distinguished Master, WW**, will select the artworks and related awards for the exhibition. He is an internationally acclaimed watercolor artist, workshop instructor and a frequent juror of exhibitions. He has won more than 230 awards in national and international exhibitions and is an honorary member of the Jiangsu Watercolor Research Institute in China. His work is included in permanent collections throughout the world. John's new book *John Salminen: Master of the Urban Landscape*, a retrospective of his paintings, was recently published by North Light Books. See www.johnsalminen.com.

AWARDS

Approximately \$20,000 in cash and merchandise will be awarded. A catalog of all paintings in the exhibition will be produced in full color and will be available for purchase. A free catalog will be provided to all members and to all entrants to the exhibition. See www.watercolorwest.org for award details and examples of award winning paintings.

CALL FOR ENTRIES

To apply and submit images for the **49th Watercolor West International Juried Exhibition** visit www.watercolorwest.org and click on "Exhibition Entry." You will be redirected to the online entry process managed by www.OnlineJuriedShows.com. If you already have an account with them log on. If you do not already have an account with them you will need to set one up on their secure website by going to <https://www.OnlineJuriedShows.com/CreateNewAccount.aspx>. Please fill out their "Create an Account" Form in its entirety. They will walk you through the process in clear steps.

Find the Watercolor West logo and click on "I Want to Enter This Show." Fill out the Entry Form in its entirety. The size of your painting(s) must be listed up to the nearest inch. Crop the photos to include only the artwork and exclude mat or frame. Be sure your images are rotated to the correct side up.

Before uploading your images, make sure they are slightly smaller than 4MB, but at least 1920 pixels on the longest side at 72 dpi. Images must be in JPEG format, sRGB color space.

For help in photographing your work or properly sizing your images click on <https://www.OnlineJuriedShows.com/help.aspx>.

If you need help entering your images please write to <https://OnlineJuriedShows.com/contact.aspx>

Please add Services@OnlineJuriedShows.com and Manager@OnlineJuriedShows.com to your safe senders list to ensure notifications are received.

EXHIBITION ENTRY FEES

Entrants may submit 1 or 2 digital images for the same fee. The fee to enter the exhibition is \$50 for members and \$60 for nonmembers. Membership status in Watercolor West is encouraged and can occur simultaneously with entering the exhibition by paying the annual dues of \$35 in addition to the \$50 member exhibition entry fee.

For artwork to be considered, the appropriate exhibition fee must be paid by the due date. The www.OnlineJuriedShows.com site allows you to pay online after uploading your artwork.

Exhibition fees are not refundable in the event the painting is returned to the artist due to noncompliance with WW rules or nonconformance with the City of Brea Art Gallery framing requirements.

ACCEPTED WORKS

The Juror's decision will be posted on each artist's personal account at www.OnlineJuriedShows.com no later than July 28th. You will receive an email notice to login to your account to verify your status.

Accepted artists may either hand deliver their framed work directly to City of Brea Art Gallery, 1 Civic Center Circle, Brea, CA 92821 at the dates and times specified in the Calendar below or ship to Shipping Agent Orange County Fine Art Storage (OC-FAS) as instructed in the acceptance letter.

For shipped paintings, Shipping Agent OC-FAS will charge a \$40 handling fee to receive, unpack, deliver to the Gallery, store the packaging, pickup from City of Brea Art Gallery, repackage and reship a painting (or the empty shipping container if the painting is sold) back to the artist.

Shipping expenses to deliver the painting to Shipping Agent OC-FAS and for prepaid return shipping to the artist will be the responsibility of the artist.

CALENDAR 2017

April 1 First day to submit entries.

June 29 Midnight PDT Last day to submit entries.

July 28 Artists are notified by email to check their online personal artist accounts for exhibition acceptance status.

August 21 to August 25 Shipping Agent OC-FAS must receive all shipped works.

October 1 10AM to 3PM John Salminen presentation of the 100 selected paintings and Painting Demo. For reservations, contact the City of Brea Art Gallery at 714-990-7730.

October 1 3PM to 5 PM Take in of hand delivered paintings at the City of Brea Art Gallery.

October 14 5PM to 7PM Opening Reception and Awards Presentation: with music and refreshments at the City of Brea Art Gallery.

December 17 5PM to 6PM Pick up hand delivered paintings at the City of Brea Art Gallery.

December 18 10 AM to Noon Alternate pick up hand delivered paintings at the City of Brea Art Gallery.

FRAMING REQUIREMENTS set by City of Brea Art Gallery www.BreaGallery.com

- Maximum framed size not to exceed 48" in either direction.
- Minimum image size (showing in mat opening) is 140 square inches.
- Frames must be plain wood or metal in black or neutral color, flat, with square corners and may be up 1.5 inch (3.81 cm) wide. No shiny metallic frames.

- Only white or off-white mat, single or double matted.
- Plexiglas only. No glass.
- Ready to hang with wire attached.

See framing examples under FAQs at www.watercolorwest.org or visit www.BreaGallery.com

Note: Framed paintings not adhering to the City of Brea Art Gallery framing requirements will be disqualified and returned at owner’s expense. Exhibition fees are not refundable.

LIABILITY

Works will be handled with the utmost care. Neither Watercolor West nor the City of Brea Art Gallery, nor any agent will be responsible for damage or loss to any work of art submitted. City of Brea Art Gallery provides insurance coverage while work is on their premises. Other insurance coverage is the artist's responsibility. By entering this Exhibition, you agree to allow an image of your exhibited artwork to be used without charge for advertising and/or promotion in the furtherance of the Exhibition prior to and/or after the Exhibition.

SALES

Exhibited works will be considered for sale at the price indicated during the submission process. Works not for sale must be designated "NFS." City of Brea Art Gallery will handle all sales and will take 30% commission.

RETURN OF WORK

Work may not be removed until the close of the Exhibition. Shipping Agent OC-FAS will only return works shipped to it with paid return shipping label. Hand delivered work must be picked up at the City of Brea Art Gallery on Sunday, December 17 from 5PM to 6PM or Monday, December 18 from 10AM to noon.

WATERCOLOR WEST SEMINAR SCHEDULE

Will be held at the City of Brea Art Gallery.

- October 1 Juror John Salimen
- October 21 Janice Cipriani-Willis
- November 11 Rise Parberry
- December 2 Lian Quan Zhen
- December 17 Tim Clark

Call for information and reservations 714-990-7730

MEMBERSHIP IN WATERCOLOR WEST

Three categories of membership are available:

Sustaining Associate Membership: Open to everyone,

Juried Membership: Open to any artist having a painting exhibited in a Watercolor West exhibit.

Signature Membership: Open to any artist who has had a painting exhibited in three or more Watercolor West exhibits.

Membership dues are \$35 per year for quarterly newsletters, notification of seminars and special events, annual exhibition catalog and your name and personal website listed on our website. Membership dues

and reduced exhibition entry fee can be paid through the www.OnlineJuriedShows.com while entering the Exhibition.