



AMERICAN WATERCOLOR SOCIETY, INC.
PROSPECTUS

147th ANNUAL INTERNATIONAL EXHIBITION

The Salmagundi Club

New York City

April 1 – April 20, 2014

AMERICAN WATERCOLOR SOCIETY, INC.

47 Fifth Avenue, New York, NY 10003, USA
Phone: 212.206.8986 FAX: 212.206.1960
www.americanwatercolorssociety.org

147th ANNUAL INTERNATIONAL EXHIBITION PROSPECTUS

Exhibition Dates April 1 – April 20, 2014

The Annual Exhibition of the American Watercolor Society is juried by Signature Members who have been elected by the AWS 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 (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 another artist's 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 should be 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's name in this format: (smith_jane.jpg)



- Label your CD using permanent marker, as shown on the left
- **You must accompany your entry with a 4"x6" hard copy printout of your image; label it with the same information as on the CD; indicate the "TOP" of the image**
- CDs will not be returned

CD ENTRY MAILING ADDRESS:

AMERICAN WATERCOLOR SOCIETY
PO Box 489
Ashton, MD 20861 USA

Do not mail entries to the AWS office in New York.

Unless you provide us with a current email address you must include a #10 self addressed STAMPED (first class postage) envelope for notification. Foreign entries may disregard postage. Online entries need not include envelope as we will already have your email address.

DIGITAL ONLINE ENTRIES

- Go to the AWS web site to review the instructions for online entry.
- You must create an AWS online account if you do not already have one. Online accounts require a valid email address.
- If you submitted an entry in the last two years, online or not, you already have an AWS online account.
- **If you already have one do not create a new one.**
- If you need help or have questions contact the AWS New York office (212.206.8986).

ENTRY FEES:

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

ALL ENTRIES:

- **MUST BE SUBMITTED ONLINE OR POSTMARKED NO LATER THAN NOVEMBER 15, 2013**
- Accepted work will be listed as indicated on "Catalog Information" portion of the application form (see last page)

NO CHANGES MAY BE MADE AFTER ACCEPTANCE

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 works of art. It is suggested that artists 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**. Prices may not be changed or withdrawn once submitted.
- 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 SIGNATURE MEMBERSHIP 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 Signature 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
 Nancy Barch Cheg-Khee Chee
 Jean Grastorf Anthony Ventura
 Janine Gallizia*

JURY OF AWARDS

Frank Webb, Chair
 Jeanne Dobie
 Eric Wiegardt

EXHIBITION CALENDAR

Entries Postmarked	Friday, November 15, 2013
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 7 Hand-Delivered Work to Salmagundi Club, Friday, February 14, Between 10 AM and 3 PM;
Notice of Awards	After February 18 - <u>NO CALLS PLEASE</u>
Exhibition Opens	Tuesday, April 1, 1 PM
Opening Reception	Tuesday, April 1, 6 to 8 PM
Watercolor Evening	Wednesday, April 9, 6 to 8 PM
Annual Meeting	Friday, April 11 at 4 PM
Cocktails, Awards Dinner	Friday, April 11 at 5 PM to finish
Exhibition Closes	Sunday, April 20 at 5 PM
Return of Exhibited Work	Monday, April 21 from 11 AM to 3 PM**

AMERICAN WATERCOLOR SOCIETY COMPLETE AND SAVE FOR YOUR RECORDS	
Title _____	Price _____
Image Size _____ x _____ H W	Frame Size _____ x _____ H W
Date Entered _____	Insurance Value _____
Shipped by _____	
Tracking Number _____	

*Invited International Juror

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

FOR CD ENTRIES: COMPLETE THE FORM BELOW IN FULL AND RETURN

Be sure to include image printout, self-addressed stamped envelope and entry fee.



AMERICAN WATERCOLOR SOCIETY, INC.
 147th Annual International Exhibition

Title _____

Name _____

Address _____

City/State/Zip _____

Country _____

Email (print clearly) _____

CIRCLE ONE: **Signature** **Sustaining Associate**
 Non-Member **Lifetime/Honorary Member**

If your dues are not current you must enter as a Non-Member.

AMERICAN WATERCOLOR SOCIETY 147TH Annual International Exhibition CATALOG INFORMATION	
Artist _____	
Address _____ _____	
Title _____	
Phone _____	
Email _____	
Image Size _____ x _____ H W	Frame Size _____ x _____ H W
Price _____	
If NFS give your insurance value _____	