



AMERICAN WATERCOLOR SOCIETY, INC.

PROSPECTUS

for the

148th ANNUAL INTERNATIONAL EXHIBITION

The Salmagundi Club

New York City

April 6 – April 25, 2015

(This document is black and white to save your color ink when printing)

AMERICAN WATERCOLOR SOCIETY, INC.

47 Fifth Avenue, New York, NY 10003, USA

Phone: 212.206.8986 FAX: 212.206.1960 Email: info@americanwatercolorssociety.org
www.americanwatercolorssociety.org

148th ANNUAL INTERNATIONAL EXHIBITION PROSPECTUS

Exhibition Dates April 6 – April 25, 2015

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 height x width).

ENTRY PROCEDURES

SUBMIT ONE METHOD ONLY: ONLINE (Preferred) or BY MAIL

ABOUT YOUR DIGITAL IMAGE (Online *and* Mail):

- Digital file must be in JPG format, file size up to 3.5MB
- For best presentation resolution should be 300 DPI
- 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
- File name must include the artist's name in this format: (smith_jane.jpg)

TO SUBMIT YOUR ENTRY ONLINE:

- Go to the AWS web site to review the instructions for online entry.
- If you do not already have one, you must create an AWS online account. Online entries require a valid email address.
- If you submitted an entry in the last three 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 logging in or have other questions contact the AWS New York office (212.206.8986).
- There is no need to mail anything to AWS.

ENTRIES MUST BE SUBMITTED ONLINE OR
POSTMARKED NO LATER THAN NOVEMBER 15, 2014

NO CHANGES MAY BE MADE AFTER ACCEPTANCE

ENTRY FEES:

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

If your dues are not current you must enter as a Non-Member. If you want to join or renew your membership please do so before submitting your entry. Have a question about your Membership status? Call the AWS office (212.206.8986).

TO SUBMIT YOUR ENTRY BY MAIL:



- Digital images must be submitted on a CD.
- Label your CD using permanent marker, as shown on the left.
- **If you do not include an email address** on the entry form at the bottom of the last page, you must include a stamped (first class), self-addressed envelope for notification. (email preferred)
- There is no need to enclose a printed copy of your entry
- 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.

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's 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 148th Annual Exhibition Catalog. All exhibiting artists, whether AWS members or not, will receive a copy of the 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** (Not for Sale). 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 2015 SEASON WILL BE ACCEPTED AFTER NOVEMBER 1, 2014.** 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 (where you will be listed as an Associate Member) invitations to the opening reception, Watercolor Demonstration Evening and annual dinner as well as a reduced entry fee for the exhibition.

AWARDS

Estimated \$40,000 in Cash and Medal Awards

JURY OF SELECTION

Jim McFarlane, Chair
Kathleen Conover Leslie Frontz
Z.L. Feng William Rogers*

JURY OF AWARDS

Elaine Daly-Birnbaum, Chair
George R. James
Mark E. Mehaffey

EXHIBITION CALENDAR

Entries Postmarked Saturday, November 15, 2014
Acceptance Notice After January 15 by email or mail or **Check Website for List of Accepted Exhibitors**
Declined Notice After January 17 by email or mail
Receiving Dates *Shipped Work* Due at DAD Trucking on Friday, February 6
Hand-Delivered Work to Salmagundi Club, Friday, February 13, Between 10 AM and 2 PM
Notice of Awards After February 18 - NO CALLS PLEASE
Exhibition Opens Monday, April 6, 1 PM
Opening Reception Monday, April 6, 6 to 8 PM
Watercolor Evening Wednesday, April 22, 6 to 8 PM
Annual Meeting Friday, April 24 at 4 PM
Cocktails, Awards Dinner Friday, April 24 at 5 PM to finish
Exhibition Closes Saturday, April 25 at 5 PM
Return of Exhibited Work Monday, April 27 from 11 AM to 2 PM**

*Invited International Juror

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

CD ENTRY PROCEDURES CHECKLIST

Remember to:

1. Complete the Entry Form at the bottom of this page in its entirety and include it with your CD
2. Label your CD according to the diagram on page 2 and place it in a protective mailer
3. Include a check for your entry fee: \$60 (non-member), \$25 (Associate Member) or \$15 (Signature Member)

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 _____

FOR ENTRIES BY MAIL: COMPLETE THE ENTRY FORM BELOW IN FULL AND RETURN

Be sure to include the correct entry fee and, if no email, a self-addressed stamped (first class US postage) envelope.



AMERICAN WATERCOLOR SOCIETY, INC.

148th Annual International Exhibition

Title _____ Medium _____

Artist _____ Image Size _____
Height x Width

Address _____ Framed Size _____
Height x Width

City/State/Zip _____ Country _____

Price _____ If NFS, give your insurance value _____

Email (print clearly) _____ Phone _____

MEMBERSHIP STATUS (CIRCLE ONE):

Signature

Sustaining Associate

Non-Member

Lifetime/Honorary Member

If your 2015 dues are not current you must enter as a Non-Member.

If you want to renew your membership please do so before submitting your entry.