



**PROSPECTUS**

**for the**

**150<sup>th</sup> ANNUAL INTERNATIONAL EXHIBITION**

The Salmagundi Club

New York City

April 3 – April 22, 2017

**(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](http://www.americanwatercolorssociety.org)

## 150<sup>th</sup> ANNUAL INTERNATIONAL EXHIBITION PROSPECTUS

Exhibition Dates April 3 – April 22, 2017

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). No other surfaces accepted.

- 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 on CD 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 five 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).
- You need NOT send a printed copy of your entry or a self-addressed envelope.

ENTRIES MUST BE SUBMITTED ONLINE OR  
POSTMARKED NO LATER THAN NOVEMBER 15, 2016

**NO CHANGES MAY BE MADE AFTER ACCEPTANCE**

#### ENTRY FEES:

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

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 or DVD.
- Label your CD using permanent marker, as shown on the left.
- **If you do not provide 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 150<sup>th</sup> 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 unless marked **NFS** (Not for Sale) or **0** (zero). *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. Please specify the two years you were accepted. **NO APPLICATIONS FOR SIGNATURE MEMBERSHIP FOR THE 2017 SEASON WILL BE ACCEPTED AFTER NOVEMBER 1, 2016. Signature Candidates should NOT submit entries online.** 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. In addition to a reduced Exhibition entry fee, 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.

