



PROSPECTUS

for the

154th ANNUAL INTERNATIONAL EXHIBITION

of the American Watercolor Society

April 12 – 30, 2021

The Salmagundi Club

New York City

NEW THIS YEAR:

Last year more than 95% of AWS Exhibition entries were submitted online. It's quick, easy and you get an immediate confirmation of your entry. We will no longer accept entries via mail. We offer an email option but the AWS online entry program has proven itself over the last nine years.

AMERICAN WATERCOLOR SOCIETY, INC.

47 Fifth Avenue, New York, NY 10003, USA
Phone: 212.206.8986 Email: info@americanwatercolorssociety.org

www.americanwatercolorssociety.org

154th ANNUAL INTERNATIONAL EXHIBITION PROSPECTUS

Exhibition Dates April 12 – 30, 2021

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 work on boards)**.

- 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 class work. No work done under supervision. No copies or likenesses of another artist's work including published source *or reference work not attributable to the artist*.
- **One entry** per 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, faster, easier) **or BY EMAIL**

ABOUT YOUR DIGITAL IMAGE (Online and Email):

- Digital file must be in JPG format, file size up to 3.5MB.
- For best presentation, resolution should be 300 DPI.
- Image should be around 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.
- For email entries file name on JPG 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 seven years, online or not, you already have an AWS online account. Login uses your email as username.
- **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).

ENTRY FEES:

Signature Member	\$20
Associate Member	\$30
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 EMAIL:

- Complete the email entry form (bottom of last page). Fill in and scan or photograph your form and save as a PDF or JPG
- Attach your completed entry form along with your entry's digital image and email to exhibit_email@americanwatercolorssociety.org.
- To pay your entry fee mail a check or credit card info with a photocopy of the entry form to the AWS office no later than November 15, 2020.
- To be sure your image looks the best, see the section, "About your Digital Image" on this page

AWS EMAIL ENTRY FEE MAILING ADDRESS (for email entries only):

American Watercolor Society
Entries
47 Fifth Avenue
New York, NY 10003

ENTRIES MUST BE SUBMITTED ONLINE OR EMAILED
NO LATER THAN NOVEMBER 15, 2020

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'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, Inc. 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 154th 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 Jim McFarlane, President Emeritus, AWS, 47 Fifth Avenue, New York, NY 10003, for details. Please specify the two years you were accepted. **NO APPLICATIONS FOR SIGNATURE MEMBERSHIP FOR THE 2021 SEASON WILL BE ACCEPTED AFTER NOVEMBER 1, 2020. 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.

AWARDS

Estimated \$50,000 in Cash and Medal Awards

JURY OF SELECTION

Antonio Masi, Chair
Jean Pederson Karen K. Rosasco
Iain Stewart Pasqualino Fracasso*

JURY OF AWARDS

Ted Nuttall, Chair
Thomas Schaller
Jerry Smith

EXHIBITION CALENDAR

Entries Open Tuesday, September 8, 2020
Entries Close Sunday, November 15, 2020
Jury of Selection Thursday, January 14, 2021
Acceptance Notice After January 18 by email or Check AWS Website for List of Accepted Exhibitors
Declined Notice After January 21 by email or mail
Receiving Dates Shipped Work due at DAD Trucking by Friday, February 19, 2021
Hand-Delivered Work to Salmagundi Club, Friday, February 26, Between 10 AM and 2 PM
Sunday, February 28, 2021
Jury of Awards After March 14 - NO CALLS PLEASE
Notice of Awards
Exhibition Opens Monday, April 12, 1 PM
Opening Reception Tuesday, April 13, 6 to 8 PM
Watercolor Evening I Wednesday, April 21, 6 to 8 PM (Tim Saternow)
Watercolor Evening II Wednesday, April 28, 6 to 8 PM (Lynn McLain)
Exhibition Closes Friday, April 30 at 4 PM
Annual Meeting Friday, April 30 at 4 PM
Cocktails, Awards Dinner Friday, April 30 at 5 PM to finish
Return of Exhibited Work Monday, May 3 from 11 AM to 2 PM**

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

EMAIL ENTRY PROCEDURES CHECKLIST

Remember to:

- 1. Complete the Entry Form at the bottom of this page in its entirety and include it with your entry JPG
2. Label your JPG (last_first.jpg) properly
3. Email to exhibit_email@americanwatercolorssociety.org
4. Mail a check for your entry fee: \$60 (Non-Member), \$30 (Associate Member) or \$20 (Signature Member) with a copy of form to.

AMERICAN WATERCOLOR SOCIETY
47 5th Ave. New York, NY 10003

COMPLETE AND SAVE FOR YOUR RECORDS

Title _____ Price _____
Image Size _____ x _____ Frame Size _____ x _____
Date Entered _____ Insurance Value _____
Shipped by _____
Tracking Number _____

FOR ENTRIES BY EMAIL ONLY: COMPLETE THE ENTRY FORM BELOW SCAN AND EMAIL TO exhibit_email@americanwatercolorssociety.org WITH YOUR JPG FILE. MAIL A COPY WITH ENTRY FEE PAYMENT.

AMERICAN WATERCOLOR SOCIETY, INC.

154th Annual International Exhibition

Title _____ Medium _____
Artist _____ Image Size _____ Height x Width
Address _____ Framed Size _____ Height x Width
City/State/Zip _____ Country _____
For Sale 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 2021 dues are not current you must enter as a Non-Member.
If you need to renew your membership or want to join please do so before submitting your entry.