



PROSPECTUS

for the

155th ANNUAL INTERNATIONAL EXHIBITION

of the American Watercolor Society

April 11 – 30, 2022

The Salmagundi Club

New York City

NEW THIS YEAR:

All entries will be submitted online. It's quick, easy and you get an immediate confirmation of your entry. If you experience technical difficulties, contact the AWS office at exhibit_email@americanwatercolorociety.org or 212-206-8986.

AMERICAN WATERCOLOR SOCIETY, INC.

47 Fifth Avenue, New York, NY 10003, USA

Phone: 212.206.8986 Email: exhibit_email@americanwatercolorssociety.org

www.americanwatercolorssociety.org

155th ANNUAL INTERNATIONAL EXHIBITION PROSPECTUS

Exhibition Dates April 11 – 30, 2022

The Annual International 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 International 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, 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 in the International Exhibition may be submitted. Work submitted by an Associate Member to the Online Associate Members Exhibition **IS** eligible.
- Maximum **frame** size is **44"** in any direction.
- Minimum **image** size (do not include mat or frame) is **140** square inches (multiply height x width).

ENTRY PROCEDURES

ENTRY FEES

- Signature Member \$20
- Associate Member \$30
- Non-Member \$60
- Lifetime/ Honorary Members no fee

ABOUT YOUR DIGITAL IMAGE:

- Digital file must be in JPG format, file size up to 3.5MB.
- For best presentation, resolution should be 300 DPI.
- Image should be at least 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.
- Entry file name on JPG must include the artist's name and artwork title in this format:
(smith_jane_title.jpg)
- AWS will not adjust the size of submitted images to align with submission guidelines. Please be sure your image is formatted correctly.

TO SUBMIT YOUR ENTRY ONLINE:

- Be sure your image is formatted correctly per the above guidelines.
- If you do not already have one, you must create

an AWS online account. Online entries require a valid email address. To create an account, go to www.americanwatercolorssociety.org and click on the "Member Login" tab. New account instructions are on the right hand side of this page.

- If you submitted an entry in the last nine years, online or not, you already have an AWS online account. Login uses your email as a 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).
- If your membership is not current you must either renew or 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).

ENTRIES MUST BE SUBMITTED ONLINE NO LATER THAN NOVEMBER 21, 2021

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 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 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 ensure the safety of every painting. All work accepted for exhibition will be included in the 155th 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 promotional material.

SALES

The American Watercolor Society welcomes more than 3,000 visitors to its International Exhibition each year and is noted for its outstanding quality and professionalism. 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 AWS.

SIGNATURE MEMBERSHIP

Any artist, who has exhibited in two AWS International Exhibitions, may be considered for membership. Write to:

American Watercolor Society
AWS Signature Candidates
47 Fifth Avenue, New York, NY 10003.

Specify the years of acceptances in your letter. You will be invited to submit two paintings to the next AWS International Exhibition which will be evaluated by the Jury of Selection. One of the two paintings must be accepted into the next Exhibition to receive Signature Status.

Those not elected may reapply for candidacy the following year. Those who reapply must again write as outlined above.

NO APPLICATIONS FOR CURRENT YEAR ACCEPTED AFTER **NOVEMBER 1st, 2021**.

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.

Associate Members also have the opportunity to submit to a yearly online show for Associates only, the Online Associate Members Exhibition.

AWARDS

Up to \$50,000 in Cash and Medal Awards

Jury of Selection

Antonio Masi (Chair)
Andy Evansen
Tony Couch
Sue Pink
Pablo-Rubens Lopez Sanz
(invited International Juror) Spain

Jury of Awards

William Vrscak. (Chair)
Elaine Daily-Birnbaum
Catherine P. O'Neill

EXHIBITION CALENDAR

Entries Open	Tuesday, September 7, 2021
Entries Close	Sunday, November 21, 2021
Jury of Selection	Tuesday, January 11, 2022
Acceptance Notice	After January 14, 2022 by email or Check AWS Website for List of Accepted Exhibitors
Declined Notice	After January 17, 2022 by email or mail
Receiving Dates	<i>Shipped Work</i> due at DAD Trucking by Saturday, February 19, 2022 <i>Hand-Delivered Work</i> to Salmagundi Club, Saturday, February 26, Between 10 AM - 2PM Sunday, February 27, 2022
Jury of Awards	After March 14 - <u>NO CALLS PLEASE</u>
Notice of Awards	
Exhibition Opens	Monday, April 11, 2022, 1 PM
Opening Reception	Tuesday, April 12, 2022, 6 to 8 PM
Watercolor Evening	Thursday, April 28, 2022, 6 to 8 PM (Barbara Nechis)
Annual Meeting	Friday, April 29, 2022 at 4 PM
Cocktails, Awards Dinner	Friday, April 29, 2022 at 5 PM to finish
Exhibition Closes	Saturday, April 30, 2022 at 5 PM
Walk-in pickup of Work	Monday, May 2, 2022 from 10 AM to 6 PM

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

ENTRY PROCEDURES CHECKLIST

Remember to:

Format your image according to the required image size and jpeg title.

If necessary, create a new account, but if you already have one DO NOT create a new account. Submit online through the Member login portal on the AWS website.

Pay your entry fee online, or by mailing a check made out to the American Watercolor Society to:

American Watercolor Society
47 Fifth Ave
New York, NY 10003

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 _____

