



PROSPECTUS

for the

158th ANNUAL INTERNATIONAL EXHIBITION

of the American Watercolor Society

April 7- 25, 2025

The Salmagundi Club

New York City

ONLINE ENTRIES:

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 info@americanwatercolorociety.org or 212-206-8986.

. Please submit early in the submission period so we are able to assist with any challenges. Note that submissions will close at **NOON** this year, not midnight. This is so that we are able to assist as many artists with entry issues as possible.

158th ANNUAL INTERNATIONAL EXHIBITION PROSPECTUS

Exhibition Dates April 7- 25, 2025

The Annual International Exhibition of the American Watercolor Society is juried by Signature Members who have been elected by the AWS membership.

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.*
- **No work generated with or assisted by AI (artificial intelligence) may be submitted to the exhibition.**
- **One entry** per artist, except for Signature Candidates. **See page 3.**
- 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. (including work *accepted* into the Associate Exhibition)
- Maximum **frame** size is **44"** in any direction. (height or width)
- Minimum **image** size (do not include mat or frame) is **140** square inches (multiply **image** height x width).

ENTRY PROCEDURES

ENTRY FEES

- Signature Member \$20
- Associate Member \$30
- Non-Member \$55

ABOUT YOUR DIGITAL IMAGE:

- Digital file must be in JPG format
- Image must be at least 1800 pixels on the longer side.
- File size is up to 3.5MB
- Show only the image, no frame or mat.
- Images that are not correctly formatted are liable to exclusion from jurying.

TO SUBMIT YOUR ENTRY ONLINE:

- Login to your AWS member account ("Login" tab at www.americanwatercolorssociety.org) **You must login FIRST and then you will see the submission tab in your member account.**
- If you submitted an entry in the last twelve years, online or not, you already have an AWS online account. **If you already have one DO NOT create a new one.**

- If you do not already have one, go to www.americanwatercolorssociety.org and click on the "Login" tab. New account instructions are on the right hand side of this page. If your membership is not current you must either renew prior to entering or enter as a Non-Member.
- If you want to join, or your membership is expired and you want to renew, do so **before submitting your entry.** Need help logging in or have a question about your membership status? Call the AWS office (212.206.8986) or email info@americanwatercolorssociety.org.
- Image dimensions must be entered in INCHES and must be rounded to the nearest half-inch if not even numbers. Entries in centimeters, etc, are liable to exclusion from the exhibition.
- The office staff will do their best to alert those with incorrectly submitted entries, but it is ultimately the responsibility of the artist to submit correctly and on time.

ENTRIES MUST BE SUBMITTED ONLINE NO LATER THAN NOVEMBER 13, 2024 at NOON EST.
Note **NOON**. NOT MIDNIGHT.

NO CHANGES MAY BE MADE AFTER SUBMISSION DATE

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 and received for exhibition will be included in the 158th Annual Exhibition Catalog. All exhibiting artists, whether AWS members or not, will receive a copy of the catalog. (International artists receive a digital copy) Images of accepted work may be used by AWS in promotional material.

SALES

- 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 accepted into the exhibition.*
- Any painting sold in the New York Exhibition or Traveling Exhibition is subject to a 35% donation to AWS.
- The cost of shipping is borne by the buyer of the work.

SIGNATURE MEMBERSHIP

Any artist, who has exhibited in two AWS International Exhibitions, may be considered for candidacy as a Signature Member. If accepted into a third International Exhibition (and work is exhibited), the artist will become a Signature Member. If you have exhibited in two previous AWS International Exhibitions, email: Susan Weintraub, Membership Chair, at: s.weintraub@americanwatercolorociety.org.

Specify the years of acceptances in your email. 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 and exhibited in the next International 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 **SEPTEMBER 1st, 2024**.

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 Associate Members Online Exhibition.

AWARDS

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

Jury of Selection

Current AWS President (Chair)
Iain Stewart, AWS
Michael Holter, AWS
Thomas W Schaller, AWS
Dot Ganek, AWS (invited juror)

Jury of Awards

Irena Roman, AWS, D. F. (Chair)
Lana Privitera, AWS
Stephen Quiller, AWS, D.F

EXHIBITION CALENDAR

Entries Open	Tuesday, September 3, 2024
Entries Close	Wednesday, November 13, 2024
Jury of Selection	December 2-7, 2024
Acceptance/ Declined Notice	After December 18, 2024 by email or Check AWS Website for List of Accepted Exhibitors
Receiving Dates	<i>Shipped Work</i> due at DAD Trucking by Saturday, February 15, 2025 <i>Hand-Delivered Work</i> to Salmagundi Club, Saturday, February 22, 2025 between 10 AM - 2PM
Jury of Awards & Travel Show Selection	Sunday, February 23, 2025
Notice of Awards	After March 14 - <u>NO CALLS PLEASE</u>
Exhibition Opens	Monday, April 7, 2025, 1 PM
Opening Reception	Tuesday, April 8, 2025, 6 to 8 PM
Watercolor Evening	Thursday, April 24, 2025, 6 to 8 PM
Annual Meeting	Friday, April 25, 2025 at 4 PM
Cocktails, Awards Dinner	Friday, April 25, 2025 at 5 PM to finish
Exhibition Closes	Friday, April 25, 2025 at 5 PM
Walk-in pickup of Work	Saturday, April 26, 2025 from 10 AM to 2 PM **You are responsible for notifying your agent of the pick up date.