

53rd Watercolor West International Juried Exhibition Official Prospectus 2021

www.watercolorwest.org

Online Entries Begin: Thursday April 1, 2021

Entry Deadline: Wednesday June 30, 2021

Exhibition dates: Saturday October 2 to Tuesday December 14, 2021

Juror: Thomas Schaller

Awards: Anticipate \$15,000 in Cash and Merchandise

Transparent Watercolor Only

Entry Fee: Member \$50; Non Member \$60

Online Entry: Up to 2 images.

CALENDAR 2021

April 1 Online Entries open

June 30 Midnight PDT Online entries end

July 30 Acceptance notifications emailed and posted on website

August 5 - 15 Juror selects awards.

Presentation of Award Winning Paintings will be announced Online October 2, 2021

December 14 Exhibition closes

ELIGIBILITY

Open to all living artists.

Must be transparent watercolor applied on a single piece of rag or wood pulp paper that is free of pigment and embedded materials. No Yupo or similar paper, no canvas or canvas paper is acceptable. Graphite pencil may be used only for planning marks.

The following grounds, treatments and media are excluded:

- Opaque white paint of any kind, such as titanium white, Chinese white and any transparent watercolor with opaque white added to it. Transparent watercolor includes pigments such as the cadmiums which are classified as “opaque.” The cadmiums and transparent pigments are acceptable as long as they are applied as a transparent wash when covering most of the paper surface. Small touches of opaque cadmiums and other watercolor pigments can be used for accents. Transparency in a watercolor painting occurs when watercolor pigments are made more transparent with the addition of water to create a wash. This allows light to penetrate the layers of glazes and reflect back through the pigments from the paper below. White areas are the result of leaving the white paper unpainted and are not painted with opaque white.
- Gesso, matte medium or any other priming material or exterior surface treatment.
- Gouache, acrylics or water-soluble oils.
- Ink, metallic or iridescent paint or products that leave a graphite-like sheen.
- Watercolor crayon, colored pencil, watercolor colored pencils, charcoal, pastel, Conte sticks or Conte crayon.
- Varnish, wax, wax crayon, oil sticks or oil pastel.
- Collage or surface constructions, impasto, embossing.

- Watercolor resist, such as Frisket, that is not completely removed from the final painting.
- Use of digital images or enhancements printed on the paper.
- All other grounds, treatments, additives, media or art materials that do not conform to the spirit of the Exhibition.

Must be original work created by the artist. It may not be a copy, likeness or derivative of another's artistic creation (paintings and/or photographs). Work painted in a class or workshop or under the guidance of a teacher is not permitted.

Must be painted after January 1, 2018.

Original paintings for exhibition consideration must be at least 140 square inches (height x width), not larger than 45 inches on a side.

To view Watercolor West statements on *Transparency* and *Plagiarism* go to:

www.watercolorwest.org, click on *Exhibitions, Information for Participants in the Watercolor West 53rd International Juried Exhibition*.

JUROR

Thomas Schaller thomasschaller.com

Thomas Schaller **may** do an online workshop and/or painting demonstration.

AWARDS

Watercolor West anticipates distributing awards totaling \$15,000 in cash and merchandise. Awards will be announced online October 2, 2021 at the 53rd Watercolor West International Juried Exhibition. A catalog of all paintings in the Exhibition will be produced in full color and will be provided to all members and to all entrants to the Exhibition.

See www.watercolorwest.org for past exhibitions on our website and examples of award winning paintings.

EXHIBITION FEES

The Exhibition Fee for 1 or 2 paintings is \$50 for members and \$60 for nonmembers. You will pay a reduced Exhibition fee of \$50 by becoming a member of Watercolor West (\$35) simultaneously and entering the Exhibition. A total of \$85. As a member you will receive the reduced Exhibition entry fee, a quarterly newsletter, notification of seminars and special events, an annual Exhibition catalog and your name and personal website listed on the Watercolor West website.

You may pay your new membership fee or membership renewal along with the Exhibition entry fees online at www.WatercolorWest.org after uploading your artwork.

Exhibition fees must be paid by the entry deadline for artwork to be considered. Exhibition fees are not refundable in the event the painting is disqualified due to noncompliance with Watercolor West rules.

TO SUBMIT ENTRIES

Go to www.watercolorwest.org 53rd Watercolor West Annual International Exhibition Artist Account: follow menu selections

Create your Artist Account, login and go to “*Your Artist Profile*”

Before uploading your images, please note the following: Higher quality images recommended, 300 dpi. File sizes up to 4MB preferred, but larger are acceptable. Format: .jpg, .jpeg, or .png.

- Submitted images must not include matting or frame. Crop the photos to include only the artwork.
- Be sure your images are right side up.
- List sizes up to the nearest inch.
- Enter the title(s) of your painting(s) and other information exactly as you wish it to appear in the Exhibition catalog if it is selected. If you need help entering your images please contact Mignon Whitaker: www.mignonwhitaker.com
- Prepare to receive your jury notification: www.watercolorwest.org
- The Juror’s decision will be posted on your Artist Account no later than July 30, 2021.
- You will receive an email notice to login to your account to verify your status.
- Click on “*Your Artist Profile*” to find the status under the thumbnail view of each of your images.
- Click on the letter below each of your thumbnails. Acceptance letters will include instructions on next steps.
- A list of the Juror’s decisions will also be posted on www.watercolorwest.org no later than July 30, 2021 under *Information for Participants in the 53rd Watercolor West International Juried Exhibition*.

LIABILITY

By entering this Exhibition, you acknowledge your artwork image will be part of the on-line exhibition, and agree to allow an image of your exhibited artwork to be used without charge for advertising and/or promotion in the furtherance of the Exhibition prior to and/or after the Exhibition.

SALES

Exhibited works will be considered for sale at the price indicated during the submission process. Works not for sale must be designated "NFS." All requests for information on a painting listed for sale will be forwarded to the artist for sale transaction. Watercolor West requests a donated commission of 15% of the sale price of any painting as a result of this exhibition.

WATERCOLOR WEST Demonstration and Lecture Series may be offered online. More information will be posted when available on www.watercolorwest.org