



Prospectus

Juried, International Exhibit

March 2022

Submit Entries via: <https://www.callforentry.org/>
 Direct link to Enter: [International Watermedia Exhibition](https://www.callforentry.org/International-Watermedia-Exhibition)
 Online registration Begins: October 8, 2021 - Friday
 Online registration Closes: January 7, 2022, midnight MST
 Gallery Reception: March 6, 2022 - Sunday @ 3:00 pm
 Juror: Mark Mehaffey

Prizes: More than \$10,000 in Awards
 Designations: Earn Signature and Signature Elite Status

IWE Chairperson: Laura Mossman, Artist Liaison
 Contact Info: admin@watercolorhouston.org or (713) 942-9966

Juror: Mark E Mehaffey Internationally recognized artist Mark E Mehaffey is a signature member of AWS (Dolphin Fellow), NWS, Watercolor USA Honor Society, TWSA (Signature Life Member - Master Status and Distinguished Master), Watercolor West, the Rocky Mountain Watermedia Society, the Louisiana Watercolor Society (Signature Life Member), ISEA (Signature Life Member) and the International Society of Acrylic Painters.

His most recent book is En Plein Air Acrylic. This book was released in 2018 and published by Walter Foster Publishing. He also wrote, Creative Watercolor Workshop, published in 2005 and re-released as Creative Watercolor and Acrylic Workshop in 2013, published by Northlight Publishing. Mark has created twelve instructional videos and appeared in many publications.

Prizes: More than \$10,000 in cash awards! Top awards are: 1st Place - \$2,500; 2nd Place - \$1,500; and 3rd Place - \$1,250. In addition, we have several legacy awards: Odette Rubin Memorial - \$1,000; Jack Bowen Award - \$500; Margaret Bock Award - \$500; and the Board of Directors Award - \$ 500. We will have additional sponsored awards and up to 10 Merit Awards - \$150 each.

Signature and Elite Signature Membership: Signature and Elite Signature* Status are earned by artists who have been selected (invited) for participation in the IWE for multiple exhibition years. To earn this status, signature members have exhibited their work in three WAS-H IWE's and Elite Signature Members have exhibited their work in five or more WAS-H IWE's.

Artists receive a certificate and pin, presented at the awards ceremony in March. Once designated, artists may add the credential, WAS-H, after their signature to indicate their status. WAS-H By-Laws govern signature rules. To be eligible, artist must be a current WAS-H member at time their work was accepted into the show.

To enter: WAS-H uses CallforEntry.org (CaFE) to manage this exhibition. Click on this link to register: [International Watermedia Exhibition](https://www.callforentry.org/International-Watermedia-Exhibition). Artists will need a CaFÉ profile to enter. It's easy to create a profile on CaFÉ, so if you're new to this process, don't be intimidated. Once your profile is set-up, you can upload your artwork as digital files and enter the 2022 IWE call.

When submitting images to the call, be sure to use the correct dimensions (not including the frame and mat) when entering your information. This is critical to determine whether your artwork meets the size requirements of the exhibition.

Entry Regulations:

Artist Age: Artist must be 18 years of age or older.
 # of Entries: Up to three entries can be submitted, per artist. Only one entry can be selected for the show.
 On-line Submission: All entries go through <https://www.callforentry.org/>

Pay Entry Fee: 1 entry- \$40; 2 entries - \$65; 3 entries - \$75 (non-refundable)

Age of Artwork: Only work created within 24 months of entry deadline (12/31/2021)

Watermedia: At least 80% water media: watercolor, acrylic, gouache, egg tempera, casein, ink. NO water miscible oil.

Surface: Surface: Paper, Yupo, Claybord, Aquabord, Gessobord, and paper-based board (illustration or art board). (No canvas)

Size Minimum: 123 Square Inches or 793.54 Square Centimeters (height X width) - measured inside the window created by the mat. In addition, the artwork may be no smaller than 9 1/4 inches or 23.5 centimeters on any side as measured inside the window created by the mat. Artwork is measured for compliance when received in the gallery.

Size Maximum: 48 inches or 122 centimeters (including the frame) in any direction.

Original Art: Original Work only: Work must be artists original work, no copies or giclees. Reference photos can only be used if the photo was taken by the artist.

Framing and Matting Regulations:

	Regulation	Additional Info
Framing:	Artwork must be framed and matted.	Liners and mats must be white. No toned/colored liners or mats are permitted.
Framing exception:	Claybord, Aquabord, or Gessobord Wood Cradle Panels. Must be able to hang by a wire in the back of the cradle.	
Frame colors:	Black, brown, white	Wood – simple, not embellished
	Black, brown, white, Gold or Silver toned	Metal frames – simple
Frame size:	Not wider than 2.0 inches/5.08 centimeters	Measured from front
Hanging:	Frames/Panels must be strung from wire in the back	No sawtooth hangers
Stability:	Frames must be stable and undamaged. Unsuitable frames will be disqualified.	
Protection:	Plexiglass for frames, varnish for cradle panels	No glass allowed
Arrive:	Must be ready to hang when received by the gallery.	

Publicity:

WAS-H reserves the right to photograph and duplicate works for the catalog and publicity purposes. Every effort will be made for attribution of the work provided to the 45th International Watermedia Exhibition. An online catalogue will be available before the last day of the exhibition.

Disclaimer:

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. Sorry, the lawyers made me say that!

Invitation to participate:

If your artwork has been selected (invited) to participate in the 45th Annual IWE – you are among the very best! Congratulations! Be sure to accept your invitation and then pack your artwork so you can send it to Houston. Just a few things to keep in mind:

Dates for In-Take:	Start: 3/3/22	End: 3/5/22	
Shipping Instructions:	Will be provided to artists whose work is accepted into the show (see Invitation Notification email)		
Days/Times for deliveries:	Deliveries can only be accepted during regular gallery hours:	Tuesday – Saturday Closed Sun & Mon	10 am – 3 pm
Accepted Artwork:	Must be the same as the digital picture submitted when submitting your online entry		No substitutions.
Arrival by Deadline:	Paintings received after the deadline will not be in the show. No exceptions.		
Price of Painting:	Sales price at time of entry may not change.		Not for sale paintings - price should be zero.
Sold paintings:	Can't be removed from the gallery until the show closes. Paintings will not be released until:		April 1, 2022, 10 am CST

Hanging Location in Gallery:	WAS-H will determine the location of hanging for all artwork. Special requests by the artists are not allowed.
Handling Fee:	\$25 for hand-delivered paintings and \$50 for shipped paintings.

Gallery Sales:

If WAS-H sells your painting while it's in the show, here is what you need to know:

- The sales price of the painting will remain the same as what was submitted during the call for entry.
- WAS-H reserves the right to negotiate up to a 10% discount to secure the sale of a painting.
- Your price includes the frame.
- The Gallery receives a donation of 25% for all paintings sold during the exhibit.
- Sales tax is charged for all gallery sales – regardless of country or origin.
- Artist is responsible for any shipping costs or delivery fees.
- Painting sales during the exhibit will be handled on behalf of the artist by WAS-H. Interested buyers may call the gallery at 713-942-9966 or send an email to admin@watercolorhouston.org.

Liability

Neither WAS-H nor WAS-H's representatives will be responsible for damages or loss, whatever the cause. Invited and accepted artists release WAS-H and WAS-H's representatives from all liability with respect to loss or damage to the artist's works of art. The artist may carry their own insurance on their artwork.

Disqualifications and Penalties

- WAS-H reserves the right to reject any painting that, upon arrival at the Gallery, is significantly altered or different than the digital photo used for gaining entry to the Exhibition, or is different in dimensions or media than those entered, or does not meet eligibility guidelines. It's a good idea to look at the disqualification checklist and make sure your artwork meets the requirements.
- Artwork must remain on display in the Gallery for the duration of the Special Exhibition. Removal of artwork prior to the closing will result in penalties assessed by the Board of Directors of WAS-H and disqualification to enter future shows.

Country Restrictions:

Embargoed and sanctioned country restrictions and credit card acceptance limitations may exclude certain countries from eligibility to this exhibition.

Helpful references:

Understanding the eight phases of the IWE:

Phase:		Date:	Description:
Phase I: Submission	On-Line	10/8/21 - 1/7/21	Artists submit their works for consideration.
Phase II: Selection		1/8/22 - 1/22/22	Juror determines which entries will be Invited to participate.
Phase III: Notification		1/23/2022	Artists are notified via an email from café. Paintings are either accepted or not accepted into the show.
Phase IV: Acceptance		2/6/22 (deadline)	If accepted, Artist must accepts/rejects the invitation to participate.
		Accepting Artist must:	Pack and send their original artwork, ready to hang, to Houston.
	Include a Pre-paid return shipping labels with your artwork.		
Agree to participate in the online exhibition as well.			
		If artist declines, they forfeit awards/gallery participation.	

			Registration information cannot be changed at this time. This includes the price, title, or entry size.
Phase V: In-Take	Houston Gallery	3/3/22 (deadline)	Work is uncrated and examined to determine rules compliance.
		Disqualifications:	Prospectus rules will be closely adhered to.
			There is a list of disqualifications below – please read them carefully.
			Screen committee has the final say regarding disqualifications.
		Disqualified works are shipped back to the artist.	
Phase VI: Final Judging		3/5/2022	Qualified artwork is judged, winners are selected and notified.
Phase VII: Winners Announced		3/6/2022	Reception/Show Opens
Phase VIII: Gallery and On-line Exhibit		3/8/22 - 3/31/22	Gallery show is open to public.
			Paintings may not be removed during this time.
		3/6/22-12/31/22	Online Gallery is live and will continue through the end of the year.

Definition of Terms:

Invited: If your digital image has been selected for participation into the 45th Annual IWE, then you will receive an invitation to participate. You will need to accept that invitation in order to be included in the show. This means the same thing as selected.

Not Invited: If you submitted a digital image through CAFÉ but were not selected to participate in the 45th Annual IWE. That means that you are not invited to send your painting to the Houston Gallery to participate in the IWExhibition.

Selected: If your digital image has been selected for participation into the 45th Annual IWE, then you will receive an invitation to participate. You will need to accept that invitation in order to be included in the show. This means the same thing as invited.

Disqualification Checklist:

Your art is **not** eligible for entry if:

- Copyright It is a copy of someone else’s art.
- Copyright It is a copy of a previous winning image.
- Copyright It is not your original artwork.
- Copyright It was created from a photo that was copyright protected.
- Copyright It was created from a photo taken by someone else.
- Student Art It was created as part of an art class, DVD or other instruction.

Digital Art	It is a digital image - not an actual watermedia painting.
Previously accepted	It was accepted in a previous WAS-H AME or IWE show.
Watermedia	It has more than 20% non-watermedia content.
Collage	Collage images used must be 100% created by the artist.
Enhancement Media	It has more than 20% enhancement media: pastels, wax accents/resists, charcoal, graphite.
Frames	See frame section for details.
Mats	Mats must be white.
Size	It is too big or too small.
Surface	It is not on the right surface.
Hanging	It doesn't have a wire in the back to hang properly
Frame is not stable	Frame is damaged so painting can't be hung.
Not ready to hang	It arrives in a tube.
Late arrival	Painting did not arrive by the deadline.
Age of artwork	It was created more than 24 months ago.
Offensive	It is obscene, controversial or in bad taste.