



P R O S P E C T U S

40th Annual International Water Media Exhibition March 2017

Watercolor Art Society-Houston

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Founded in 1975, the Watercolor Art Society – Houston (WAS-H) has brought the excitement of water media to the greater Houston area with exceptional exhibitions, dedicated community outreach, and teaching programs and demonstrations provided by world class instructors. With over 600 members, WAS-H has provided year-round opportunities to every level of painter – from novice to the seasoned expert. Artists and art lovers can also enjoy year-round exhibitions in the WAS-H gallery, situated in the heart of Houston’s vibrant Museum District.

This year’s event – the 40th Annual International Exhibition – will highlight the excellence of its talented members and global participants, past honorees and exceptional jurors – in an exhibition slated for March 2017. Combined with generous awards and the participation of a highly sought after Juror and Instructor, the 2017 International Exhibition is intended to promote and present outstanding talent by water media artists from around the world.

I. Exhibition Overview

- Juror: Stephen Quiller, AWS, NWS
- Entry Submission Dates: Tuesday, September 20, 2016 through Friday, January 20, 2017
- Entry Fee: \$35 for one, \$50 for two and \$60 for three
- Entry via: Call for Entry at <https://www.callforentry.org/>
- Over \$6,000 in prizes — First Prize is \$2,000
- Exhibition Dates: Sunday, March 12, 2017 - Thursday, April 6, 2017

II. 2017 International Exhibition Awards

In addition to the prestige of participating in this wonderful Exhibition, significant awards presented by the Watercolor Art Society of Houston will total in excess of \$6,000. No artist may receive more than one award.

- First-place: \$2000
- Second-place: \$1200
- Third-place: \$900

The following awards are presented to artists of exceptional talent and creativity.

- Board of Directors' Award: amount to be announced
- Jack Bowen Award: \$500
- Lloyd Albers Memorial Award (one each year 2015-2019): \$500

Additional cash and merchandise awards will be announced and presented at the Opening Reception and Awards Ceremony.

III. The Juror: Stephen Quiller, AWS, NWS

Stephen Quiller is an internationally known painter and Signature member of the American Watercolor Society, National Watercolor Society, Rocky Mountain National Water Media, and Society for Painters in Acrylic and Casein, among others. His impressive bio is included in Who's Who in American Art. His research and development of a color wheel for painters - called the "Quiller Wheel" is now used by thousands of painters throughout the world. He has published nearly two dozen books and instructional CD's highlighting his innovative use of color and approach to water media painting: watercolor, gouache, acrylic, casein and their combinations.

IV. 2017 International Exhibition Calendar

Tuesday, September 20, 2016	Entry submission begins on CaFE
Friday, January 20, 2017	Deadline for entry submission is 11:59 pm Mountain Standard Time
January 21-31, 2017	Juror review of entries
Wednesday, February 1, 2017	Notification of acceptance
Thursday, March 9, 2017	Accepted entries must be received at the WAS-H gallery by 3 pm
Saturday, March 11, 2017	Judging of entries
March 11 - 17, 2017	Notification of Awards
Sunday, March 12, 2017	Stephen Quiller demo / Opening reception and awards ceremony
Tuesday, March 14, 2017	Opening of Exhibition to the public
Dates TBD	Art Lovers Reception & other 40th Annual Exhibition events
Thursday, April 6, 2017	Last day to view Exhibition
Friday, April 7, 2017	Exhibition is closed and paintings are returned to artists; no artwork can be shipped prior to 10 am Friday April 7, 2017.

* Unless otherwise noted, all times shown are Central Standard Time (GMT -6)

V. Entry Submission

Artwork Eligibility

The 40th Annual International Exhibition 2017 is open to all artists who are 18 years or older. Work must be:

- Original (not derived from another's intellectual property or copyrighted references).
- Painted within TWO YEARS OF ENTRY DATE.
- Not previously displayed in a WAS-H Annual Members Exhibit or WAS-H International Exhibition.
- NOT completed in a workshop or under supervision.
- No digital media, photography, prints or reproductions may be used in the painting.
- Each piece of artwork entered must have a Title: "Un-named" or "Un-titled" is not acceptable.
- All work must be for sale, not for sale pricing will not be accepted.
- **ALL ARTWORK, WHETHER ON PAPER, YUPO OR CLAYBOARD, MUST BE FRAMED under Plexiglas (NO GLASS).**
- **THE ONLY EXCEPTIONS TO FRAMING THAT WILL BE ACCEPTED:**
 - a. Artwork on **CLAYBOARD MOUNTED ON WOODEN CRADLE PANELS** does not require framing but should be finished with a protective coating and wired for hanging.
 - b. Framed artwork on **flat CLAYBOARD panels FINISHED WITH A PROTECTIVE COATING** does not require Plexiglas.
- If used, **MATS, LINERS, AND ANY ADDITIONAL FILBERT OR MAT CORE MUST BE WHITE.** No color, shades of white or tones will be accepted as mats or liners
- **FRAMES MUST BE SIMPLE WOOD OR METAL FRAMES WITHOUT DESIGNS, BEADING OR CARVINGS.**
- **FRAMES CAN NOT EXCEED 2" IN WIDTH.**
- All entries must be wired and ready for hanging. No sawtooth hangers permitted.
- **MINIMUM IMAGE SIZE:** 10" width or height. When uploading images to your portfolio and submitting them to the call, use the **image size** dimensions, not the frame dimensions.
- **MAXIMUM FRAME SIZE:** 48" in width or height.
- Artists must consider the content of the works submitted. WAS-H reserves the rights to refuse any entries that are deemed inappropriate for a family venue.

Qualifying Media

All submitted artwork must be at least 80% water media on paper, clayboard, or yupo. Works on canvas will not be accepted. No collage, pastels, class work, digital images, or any form of print or reproductions may be used.

Entry Submission Fees

Entry Fees are paid via credit card at the time of submission on CaFE™.

- The non-refundable entry fee is \$35 for one entry, \$50 for two, and \$60 for three.
- Additional handling fees of \$50 for shipped or \$25 for hand delivered art will be due from accepted artists. Detailed instructions for shipping and delivery will be provided in the Acceptance Notification and Guidelines.
- All artists entering the exhibition will receive a complimentary copy of the exhibition's catalog.

Entry Submission Process Using CallforEntry.org (CaFE™)

- Watercolor Art Society-Houston utilizes CallforEntry.org (CaFE™) to manage this exhibition. Artists should set up a profile on CaFE™ or log into an existing profile if they have one, upload their artwork as digital files and enter the call. A direct link to the Exhibition call for entry is: [INSERT LINK HERE](#).
- When uploading images to your portfolio and submitting them to the call, use the **image size** dimensions, not the frame dimensions.
- 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 Notification and Guidelines.

Confirming Entries

Once an entry is received you will receive a confirmation email that your entry has been successfully processed. Check the CaFE™ website to make sure your submission is complete and has been received. After your entry has been submitted and confirmed, the art registration information cannot be revised or changed. This includes the Price, Title of the Entry and Entry Size.

NO ENTRIES CAN BE RECEIVED AFTER THE DEADLINE OF FRIDAY JANUARY 20, 2017, 11:59pm Mountain Standard Time (MST).

VI. Accepted Artwork

- All artists whose work is selected for exhibition will receive instructions for shipping and delivery in the Acceptance Notification and Guidelines.
- Artist's work accepted by the Juror will be displayed in the WAS-H Gallery for the 2017 International Exhibition.
- Only one painting will be accepted from an individual artist.
- No substitutions of artwork can be made after acceptance.
- Once accepted, no changes can be made to **price, title or dimensions**.
- WAS-H reserves the right to reject any painting that, upon arrival at the Gallery, the juror deems is significantly altered or different than the digital photo used for gaining

entry to the Exhibition. Artists may want to use professional photographers for images of work.

- WAS-H reserves the right to return paintings deemed unacceptable or in breach of the rules in presentation of framing and/or mats.

Declining to Submit Artwork

Not sending accepted paintings to the Exhibition will subject the artist to a two year penalty during which time the artist will not be allowed to participate in the WAS-H International Exhibition program.

VII. Gallery Exhibition

Accepted paintings will be exhibited to the public at the WAS-H Gallery beginning March 14, 2017 and extending through April 6, 2017.

WAS-H acts in the artists' best interests to promote the sale of exhibition artwork. Copies of artist's statements and bios will be made available in the gallery for review by our visitors as well as WAS-H members and teachers who frequent the gallery. If you are accepted, WAS-H will request your bio and/or artist statement to be submitted prior to the opening of the exhibition.

Reception Invitation

All artists entering the exhibition are cordially invited to attend the reception honoring the 40th International Exhibition Award Winners and the Juror. The reception will be held at the WAS-H Gallery on Sunday, March 12th, 2017 from 4:00 – 6:00 PM. You and your guests are welcome to participate in the reception and awards ceremony. Additional gallery events will be announced.

VIII. Legal

Liability

WAS-H and/or WAS-H's representatives will not be responsible for damage or loss, whatever the cause. 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. It is suggested that artists carry their own insurance, in proper limits.

Country Exclusions

Embargoed and sanctioned country restrictions and Credit Card acceptance limitations exclude certain countries from eligibility to this exhibition. Please contact WAS-H at intlwatercolorexhibit@gmail.com for details regarding your specific country's eligibility.

No Early Removal of Artwork

Artwork must remain on display in the Gallery for the duration of the Exhibition. Removal of artwork prior to the closing will result in penalties assessed by the Board of Directors of WAS-H.



Sales

WAS-H is responsible for all sales and will retain a 20% commission. An additional 5% fee is deducted for credit card sales.

All paintings will be considered for sale at the price set forth by the artist during the entry submittal process but WAS-H reserves the right to negotiate up to a 10% discount to secure a sale.

Paintings that have been sold will be released to the buyer no earlier than 10:00am CST April 7, 2017.

Publicity

WAS-H reserves the right to photograph and duplicate works for catalog and publicity purposes. Every effort will be made for attribution of work provided to the 40th International Exhibition. A limited-edition catalogue is included with entry fee, and will be sent to all artists submitting entries. Additional copies may be purchased for \$20 each.