

NMWS SHOW PROSPECTUS

PLEASE PRINT THE FOLLOWING PAGES SO YOU WILL HAVE A
REFERENCE FOR DATES AND TIMES.



2023 SPRING SHOW

Juror/Judge/Workshop
Instructor—Dale
Laitinen



Dale is an active workshop instructor and Signature Member of the National Watercolor Society (NWS) and Watercolor West (WW). He has been featured in, The Artist's Magazine, Watercolor Magic, Watercolor Magazine, Drawingboard Magazine and in several books including The Splash Series, Painting with the White of your Paper, The Transparent Watercolor Wheel and more!

Exhibition at: Fine Arts Gallery on the EXPO-NM State Fairgrounds

May 7-May 28, 2023

Thursdays, Saturdays, & Sundays, 10 am- 4 pm; Fridays 1-7 pm

Awards

Best of Show \$600 First Place \$500 Second Place \$400 Third Place \$300

More awards to be announced

Calendar

<p>ENTRY DEADLINE Saturday, March 18 6 PM</p>	<p>Entry deadline (emailed digital images MUST ARRIVE by this date) Please register through the NMWS Website "Exhibitions " tab under ArtCall.</p>
<p>Thursday, March 30</p>	<p>Notification of accepted paintings announced by email. Selection for this show earns NMWS Signature Member points.</p>
<p>Monday, May 1 at 7:00 PM</p>	<p>Artist, Dale Laitinen Demo and NMWS Meeting (evening meeting)</p>
<p>Tue–Fri, May 2 to 5th 9:00am-4:00pm</p>	<p>4 Day Workshop by Dale Laitinen- Fine Arts Building, Expo</p>
<p>Monday, April 28</p>	<p>Shipped Paintings Arrival Date to Mail Bank, 1933 San Mateo Blvd. NE, Albuquerque, NM 87110 c/o NMWS (<i>see Exhibition details</i>)</p>
<p>Tuesday, May 2</p>	<p>Hand-Delivered Paintings Received 12:00-2:00 PM at the Fine Arts Building, Expo NM. Late arrivals between 2:00-4:00PM will be accepted but will not be judged and will not be eligible for awards. Paintings will NOT BE ACCEPTED AFTER 4:00PM and will be disqualified from the show.</p>
<p>Saturday, May 6</p>	<p>Opening Reception 1:00-4:00 pm with awards at 2:30 pm</p>
<p>May 7-28 (Thursdays – Sundays)</p>	<p>Exhibition Open to the Public Thursday, Saturdays, and Sundays, 10 AM to 4 PM Fridays, 1 PM -7 PM exception: Sunday, May 28, closes at 2 PM</p>
<p>Sunday, May 28</p>	<p>Exhibition Closed and Building cleared at 2 PM. Pick up Painting(s) Time: 3:00-5:00 PM, Location: Fine Arts Gallery, EXPO - NM, State Fairgrounds Paintings will not be released before 3:00 PM <u>Paintings not picked up will be charged a \$15 handling fee per painting</u></p>

June 1-August 31,2023	Extended Online Show of unsold paintings (participation with artist consent)
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Entry Questions? Contact Spring Show File Manager Toni Seidel 505-350-5833

NMWS Exhibition Co- Chairs: Sally Harris (505-228-5952) ; Linda Krumel (505) 321-5982

How to Enter

Eligibility:	The artist must be a dues-paid, current member of the New Mexico Watercolor Society.
Entry Fees	1 painting \$25, 2 paintings \$35, and maximum of 3 paintings \$45
SELECT YOUR PAINTINGS A MAXIMUM OF 3 may be entered – but judge’s selections are limited to two (2) paintings per artist.	Before selecting your painting(s) <u>please read carefully</u> the attached NMWS Show Prospectus to make sure the painting(s) are eligible.
PHOTOGRAPH YOUR ENTRIES WITH A DIGITAL CAMERA For tips taking digital photos of your artwork, please see the NMWS website: New Mexico Watercolor Society - Member Library & Resource List. to review two files on taking digital photos of your artwork.	Only digital entries of artwork will be accepted. File format: .jpg files only. Submissions must be less than 4 MB in size and a maximum of 4800 pixel on the longest side. ArtCall will automatically resize and assign an ID number to each submission. Images should be cropped to show the painting only. No mats, hands, background, edges etc. should be visible in the image. The juror will judge paintings by viewing digital entries only. If the image does not accurately represent the actual painting, your work will be rejected. You are encouraged to use a good digital camera (3.0 Mega Pixels or higher suggested).

How to Enter continued

<p>PLEASE ENTER ONLINE AT: New Mexico Watercolor Society - Home</p>	<p>Log in to the NMWS website and enter the ArtCall tab with your ArtCall credentials. Create an account if you do not have an existing account. Make sure to record your User ID and password for future reference. If you have used ArtCall previously, your account should be already created.</p> <p>Click “Add New Submission” to start entering your art work. You will be prompted to pay for your entries. You pay first. You may pay for one entry or all three. If you pay for one, you can always add entries later. If you pay for two or three, you may enter one, two or three at once or enter one and enter the others later, as long as you enter before the deadline.</p> <p>Fill out the required information for your entry, including uploading the image. Click “Add New Submission” for additional entries.</p> <p>There are no refunds so make sure your painting qualifies before entering online.</p> <p>To pay for your registration by credit card or debit card, just follow the prompts to pay online. Checks and cash are no longer accepted. PayPal is no longer accepted. ALL REGISTRATIONS MUST be paid ONLINE.</p> <p>You may make changes to your entries at any time prior to the deadline date and time. Your painting information and your image may be altered up to the deadline date and time. Once the deadline date and time has expired, no changes are possible. <i>Tip: don’t wait until the last minute to enter or change entries.</i></p>
<p>Turn in and pick up with ArtCall label and claim ticket.</p>	<p>ArtCall creates a label and claim ticket for each painting. Those paintings accepted into the show must have an ArtCall painting label when turned in or mailed into the show. (Paintings that are mailed can have the label attached to back foam core of painting.) ArtCall claim tickets will be used to pick up unsold paintings when the show closes. Print and save both your ArtCall label and claim ticket for turn in and pick up.</p>

LIABILITY

NMWS does not carry insurance on paintings submitted for competitive exhibitions; every precaution will be taken for the safety of your works. Artists must carry their own insurance. NMWS or its representatives will not be responsible for theft, loss, or damage of works submitted. NMWS is also not responsible for shipping delays.

USE OF PAINTINGS

By entering, you give your permission that, should your entry(ies) be accepted, a likeness of your work(s) may be displayed on the NMWS official website and/or used in promotional materials such as the show catalog and/or announcements for this and future exhibitions.

SHIPPED PAINTINGS

Paintings must be shipped to Mail Bank, 1933 San Mateo Blvd. NE, Albuquerque, NM 87110 c/o NMWS. Shipped paintings must be received at least one day earlier than hand-delivered paintings. Late arriving paintings will not be judged and may not be hung.

Fees for shipping (Make checks payable to "Mail Bank")

- \$60 per single painting in one package / box, plus
- \$40 for each additional painting included in package/box, or
- \$85 per crate containing one painting, plus
- \$40 per additional painting in same crate
- A check for return shipping costs or pre-paid label.

RETURN OF PAINTINGS

All paintings must be picked up by the artist or a designee with a **signed** note from the artist to ensure the safety of the paintings. Artist should bring the ArtCall claim ticket. All Paintings will be released on: **Sunday, May 28, 3 to 5 pm in the Fine Arts Bldg., Expo NM.** Enter Gate # 3, San Pedro & Copper NE

The exhibition closes at 2 pm and doors will not be open again until 3:00pm for pick up. If you plan to visit the exhibition, come well in advance of 2:00pm and realize there will be an hour wait until you can get your paintings.

Paintings that are not picked up on the appointed day and time will be assessed a \$15 handling charge per painting.

SALES

Accepted paintings may or may not be for sale.

The price cannot be changed after registration.
The exhibit hosts will be able to accept payment by credit card, check or cash from the buyers wishing to purchase artwork. Painting prices will have NM gross receipts tax added to the total price and paid by NMWS. A 25% Handling Fee will be assessed on all sales. Paintings that have sold will be indicated by a red dot on the wall label. **Buyers may pick up purchased paintings on pick-up day between 3:00-5:00 PM in the Fine Arts Gallery.**

STAFFING OF EXHIBITION

An artist whose works are accepted in the show will be required to volunteer time in one of the 3 roles below (unless the artist is living further than 75 miles from the exhibit). It will be the artist's responsibility to call the **Gallery Host Coordinator** or the **Exhibition Chair** to schedule a time and assignment.

1. To be a Host:

Hosts ensure the security of the paintings, provide information to visitors, request votes for the "People's Choice Award," and refer sales inquiries to the Cashier-on-Call during the exhibit.

All accepted artists will be sent an email acceptance letter that will contain a link that will allow them to schedule a time to host. Schedule early as these positions fill fast.

2. To be Exhibition Support:

As an alternative to hosting, there are other areas where help is needed and will fulfill your volunteer requirement. Call the **Exhibition Chair** to find a role that will work for your schedule.

3. To Buy Out:

You may "buy out" for a \$50 fee if unable to schedule a time to volunteer as host or in a support role. If you have not arranged something before "take-in," the \$50 fee will be collected when the painting(s) are delivered.

Penalty for non-support from accepted artist will be one (1) year exclusion from NMWS exhibitions and exempt from any awards.

HANDLING FEE A handling fee of 25% of the sales price of art work will be withheld by NMWS, for credit card, check or cash painting purchases. A receipt will be provided by NMWS. Artists will receive a check for the balance of the sales price (75%) within 30 days from NMWS.

Please enter online at: <http://www.nmwatercolorssociety.org/>

PAINTING ENTRY REQUIREMENTS: *(please read carefully)*

- Minimum image size is 80 square inches. Maximum image size is 30" x 38".
- Each artist can enter up to 3 paintings – judge's selections are limited to 2 per artist for the exhibition.
- All works must be original. "Original" means that the work must be from the hand of a single artist; pieces that originate from a workshop or a class under the direction of a teacher are not eligible.
- Exact or largely similar compositions to published material such as photography or other artists' work are not considered original and are not eligible. By entering, you represent and warrant that your entry is your original work, that your entry does not infringe the rights of any third party, and that you have all the rights necessary (such as written permission from third party) to submit the entry and to assign the rights in the entry.
- Entries must be original and completed within the last two (2) years.
- Only works not previously accepted or shown in National Shows, Western Federation, MasterWorks of New Mexico or either of the NMWS Fall-Spring shows, may be entered.
- Failure to deliver/mail an accepted painting to a NMWS Exhibition will result in a two (2) year exclusion from all NMWS Exhibitions.
- Failure to maintain availability for purchase of an accepted painting or selling the accepted painting elsewhere prior to the NMWS Exhibition will result in a two-year exclusion from all NMWS Exhibitions.

ACCEPTABLE MATERIALS

PIGMENTS AND MEDIA: *(The use of high quality, professional grade materials is always encouraged.)*

Copies, prints and digitally produced materials of any kind are not allowed

- The dominant medium must be watercolor, though some minor use of other media may be acceptable. You must specify any other media used in addition to watercolor in your entry.
- Gouache, egg tempera, casein, watercolor pencils and crayons, pigmented Inks that are lightfast and water-soluble, as well as Fluid Acrylics are accepted additional mediums.
- "Texture" in a painting may be created by thin layer collage or gesso. "Texture" created by thick application of any media itself is NOT allowed. That is, NO heavy-bodied acrylics or gel mediums of any kind are acceptable for this exhibition. No water-based oils.
- Collage is only acceptable when using plain white papers or papers painted by the artist with approved water media. No printed or embedded three-dimensional objects, commercial papers and computer-generated art, encaustic, wax, woven, or dimensional build-up of textured materials or photography of any form is allowed.
- Papers and Supports: Supports allowed in the exhibition are 100% Cotton Rag paper or board, Oriental papers and Yupo. Ampersand Aquabord™, Gessobord™, Claybord™ are also allowed. Canvas products such as watercolor canvas and regular canvas are not allowed in this exhibition.

PRESENTATION

Traditional

All accepted paintings must be framed in metal or wood frames, with white or off-white mats. Color liners (inner mat) are acceptable and should not exceed ¼ inch. Top mats must be white or off white and to gallery standards with Plexiglas. **Use of glass is not allowed.** All water-soluble work that is unvarnished must be matted and under Plexiglas. All paintings must have sealed /finished backs and hanging wire (coated is recommended) that peaks at center 3-1/2” inches from the top of the frame. See link for expanded hanging requirements.

Alternative

To allow artists to present their paintings in a more contemporary fashion the NMWS Exhibitions Prospectus includes the **Alternative Presentation Category**.

This category is applicable for paintings presented without Plexiglas, with the understanding that all requirements of the **Standard Exhibition Prospectus (above) have first been met.**

Alternative Presentation-Varnished painting and mat without Plexiglas

- All artwork must be securely attached to the foam core with archival adhesives, or dry mounted.
- Varnished works must be free of debris and clear. No lint, hair (human or pet), flakes or dust. No hazy varnish or heavy visible brush strokes.
- Mats must also be varnished, including the bevel. No unprotected surface!
- Mat's inside edges next to the image should be secured to the foam core with “double sided” tape the entire window perimeter to avoid any gaps. NO GLUES.
- Each varnished entry will be inspected by the Exhibition committee. If it does not meet the standards listed above it will be removed and disqualified.

ELIGIBLE SUPPORTS FOR ALTERNATIVE PRESENTATION

- **Deep supports** consist of 1”-2-1/2” thick, ready to hang “cradled” Aquabord™, Gessobord™, Claybord™ and/or hardwood panels with allowable paper securely attached and sealed with varnish. If mounting paper to wood, it is recommended that the paper be protected from the acids in the hardwood support. Golden recommends two (2) coats of GAC-100 to seal bare wood. Suitable glue such as PVA (poly-vinyl acetate) or soft gel (matte), is recommended to mount paper to wood so that it is both archival and secure. Go to: [Lineco Polyvinyl Acetate \(PVA\) - BLICK art materials](#) , or for product information and technical details refer to [Golden Artist Colors, Inc. | Gels and Mediums Tech Sheet](#) .
- **Shallow supports** consist of works on approved supports less than 1” deep (boards or panels), must be framed inside a “floater” frame or a regular frame with or without Plexiglas. If a mat is used with the painting, it must be behind Plexiglas. Presentation of unprotected or unsealed paper or mats with any painting is **not permitted**.
- **Floated & Framed** presentation is also acceptable. This is defined as paintings on approved deep or shallow supports or papers, that are unsealed or floated in a frame with or without a mat, behind Plexiglas (**no glass**). This presentation can be used to show off the deckled edges of the paper.

****IMPORTANT:**

- The Alternative Presentation is not an “anything goes/experimental category”. The use of approved materials as described in the main Exhibition Prospectus, is required for all acceptable entries. This category is an expansion of presentation options for eligible water-media paintings without traditional matting and Plexiglas.
- Paintings selected by the guest juror (from digital files) for display in the exhibition, which are found, upon physical inspection by members of the NMWS Exhibition Committee, not to meet or conform to the NMWS Show Prospectus-Acceptable Materials and Presentation standards and guidelines, may be rejected and denied NMWS Exhibition entry.