



# New Mexico Watercolor Society

## Hosts the 36<sup>th</sup> Annual Western Federation of Watercolor Societies Exhibition MAY 6 – JUNE 5, 2011 (Thursday – Sunday)



**Juror: Dale Laitinen**

Our juror, Dale Laitinen has been painting for over forty years with thirty five of those in watercolor. He is a signature member of the National Watercolor Society, and Watercolor West. He is a graduate of Modesto Junior College and San Jose State University with a BA in Art with a painting concentration. He is a past juror of many

National and regional exhibitions including Watercolor West, Kentucky Watercolor Society, Utah Watercolor Society, Watercolor Society of Oregon, Red River Watermedia Show, Magnum Opus and many others. A native of northern Minnesota, Dale has lived, moved, and traveled across the American West and this figures prominently in his work. One of the signatures of a Laitinen painting is the long view with the natural forms of the topography being foremost. His works extend to the interaction between structures such as roads, dams, canals, powerhouses, and the natural landscape. In one of these paintings one might find a concrete dam that spans a river canyon, or a highway that cuts through desert sandstone, or a shadow of a bridge that crawls slowly across a red rock wall. After college Dale spent eight years as an independent trucker hauling freight across country. In 1985 he turned to painting full-time. Some of the periodicals he has been featured in, The Artist's Magazine, Watercolor Magic, Watercolor Magazine, and Drawingboard Magazine. Laitinen's work has been featured in several books including The Splash Series, Painting with the White of your Paper, The Transparent Watercolor Wheel and more. An active workshop instructor, Dale has traveled widely in both the US and abroad.

Dale Laitinen's website: <http://dalelaitinen.com/>

Western Federation website: <http://www.wfws.org/>

### WESTERN FEDERATION OF WATERCOLOR SOCIETIES

The Western Federation of Watercolor Societies (WFWS) was formed 36 years ago through the foresight and work of Dr. David Gale (1915 - 1980) of the New Mexico Watercolor Society. Today, the WFWS includes over 4,500 artists in eleven regional watercolor societies and guilds. The WFWS encourages and recognizes artistic excellence and works to increase visibility of watercolor as an artistic medium through our annual exhibitions.

|  |      |
|--|------|
| Arizona Watercolor Association (Phoenix, AZ)           | AWA  |
| Colorado Watercolor Society (Denver, CO)               | CWS  |
| Idaho Watercolor Society                               | IWS  |
| Nevada Watercolor Society (Las Vegas, NV)              | NWS  |
| New Mexico Watercolor Society                          | NMWS |
| San Diego Watercolor Society (San Diego, CA)           | SDWS |
| Southern Arizona Watercolor Guild (Tucson, AZ)         | SAWG |
| Southwestern Watercolor Society (Dallas/Ft. Worth, TX) | SWS  |
| Utah Watercolor Society (Salt Lake City, UT)           | UWS  |
| Watercolor Society of Oregon                           | WSO  |
| West Texas Watercolor Society (Lubbock, TX)            | WTWS |

#### Key Dates for the Artist

|                      |   |
|----------------------|---|
| <b>Nov. 15, 2010</b> | <b>Entries due to your Society Delegate</b>                       |
| Jan. 28, 2011        | Accepted notices mailed to delegates                              |
| Feb. 19, 2011        | Matted paintings due to society delegate                          |
| May 6, 2011          | Exhibition opens to Public<br>Reception & Awards 6:30 – 9:00 p.m. |
| June 5, 2011         | Exhibition Closes   |
| July 6 – 15, 2011    | Artwork returned via shipper to delegates                         |

#### \$6000 in AWARDS

|                           |        |
|---------------------------|--------|
| Best of Show              | \$1000 |
| David Gale Memorial Award | \$700  |
| Award of Excellence (4)   | \$500  |
| Award of Merit (4)        | \$300  |
| Honorable Mention (3)     | \$200  |

# 36<sup>th</sup> Annual WFWS Exhibition

## ENTRY REQUIREMENTS

1. The artist must be a member of one of the societies in the Western Federation of Watercolor Societies (WFWS) and may enter through one society only.
2. Work must be original and completed within the last two years. All work must be water media on paper or yupo presented in a primarily aqueous manner. Water media includes watercolors, acrylics, inks, gouache, casein, egg tempera, watercolor pencils and watercolor crayons. Collage materials must be painted by the artist with water media. Non water based media may be integrated into a primarily aqueous painting as a minor element (20% or less of the surface). No copies of another artist's work or recognizable use of another's copyrighted intellectual property will be accepted. Paintings must not have been shown in any WFWS, national or international exhibition.
3. Size Limitations:  
Maximum outside mat size: 32" x 40"  
**(must be in whole inches – no fractions !)**  
Minimum mat width: 3.5"  
Minimum image size 10" x 14"
4. Entries will be submitted digitally as an email attachment to your society delegate (See Digital Image Requirements)
5. Accepted works must be matted with a single white or off-white mat (no gray or beige). Include a 3/16<sup>th</sup> inch foamcore backing in a labeled, re-sealable plastic sleeve.
6. No price changes will be accepted. **PAINTINGS MUST BE FOR SALE** and available for the duration of the show. Upon sale a 25% contribution would be appreciated to the New Mexico Watercolor Society.
7. Submission will be rejected if it does not conform to information provided with entry. The juror's decision is final. Permission is assumed by NMWS to reproduce accepted artwork for the catalog and promotional uses. Failure to provide accepted artwork will result in the artist being ineligible to enter WFWS for the following two exhibitions.

### FEES – Make check payable to your society

One entry is \$30, \$5 additional each for up to 2 more entries. Only one painting per artist will be accepted. Entry fees are non-refundable. Each entrant will receive a full color catalog. Additional catalogs may be purchased from NMWS for \$15.

**IF ACCEPTED** - Accepted paintings must be shipped by your society delegate or by the artist with a pre-paid return - Use of an “**Air Float Container**” is strongly recommended. A handling fee, with each accepted painting, of \$40 to NMWS will be required. Detailed instructions for labeling and shipping will be included with notification of acceptance.

**IMPORTANT** - Entry form, digital files (and questions) should be sent to your society's delegate, not to NMWS. Your society's contact information is:

**Society:** **New Mexico Watercolor Society**

**Delegate:** **Woody Duncan**

**7236 Calle Montana NE**

**Albuquerque, NM 87113-1277**

**Email:** [woodyduncan@comcast.net](mailto:woodyduncan@comcast.net)

**Phone:** **505-344-3613 (Home)**

## DIGITAL IMAGE REQUIREMENTS

Digital image files **MUST** conform to the following requirements:

1. File format: .jpg files (no exceptions)
2. Resolution must be 300 dpi
3. Image size must be set so the longest dimension is 1200 pixels.
4. Each image file must be named as follows: Society initials, first four letters of last name, painting number (1, 2, 3), painting title (short versions please), .jpg extension.  
Example: NMWS, Sue Smith, 1<sup>st</sup> entry, “Making Memories at Western Events” would be: NMWSsmi1MakingMemories.jpg
5. Attach the image(s) to an email and send them to your local delegate.

# 36<sup>th</sup> Annual WFWS Exhibition May 6 – June 5, 2011

Keep This Section for Your Records

| Entry #  | Complete Title (please print) | Price | Image Size H x W | Mat Size H x W |
|----------|-------------------------------|-------|------------------|----------------|
| Entry #1 |                               |       |                  |                |
| Entry #2 |                               |       |                  |                |
| Entry #3 |                               |       |                  |                |

**Check List** (Contact \_\_\_\_\_ with questions)

\_\_\_\_\_ Painting has not been in prior WFWS, National or International Exhibition

\_\_\_\_\_ JPG digital file emailed to your society delegate - **Woody Duncan**

\_\_\_\_\_ Check enclosed for entry fee, made out to your society - **NMWS**

\_\_\_\_\_ Entry form, signed and completed

\_\_\_\_\_ Email address or

a self-addressed, stamped, envelope (#10 business) included  
only if you **DO NOT** wish to be notified by email

### Key Dates

**Nov 15, 2010** Entries due to your Society Delegate

Jan 28, 2011 Accepted notices mailed to Delegate

Feb 19, 2011 Matted paintings due to Delegate

## ENTRY FORM

### 36TH ANNUAL WESTERN FEDERATION OF WATERCOLOR SOCIETIES EXHIBITION

Neither the NM Watercolor Society nor its officers, nor any receiving or leasing agent will be liable for loss or damage to any work of art submitted to this exhibition. Insurance, if desired for shipping, exhibition or any other reason, is the responsibility of the individual artist. Images of selected work may be used for publicity, catalog or slide shows at the discretion of the NMWS. By submitting work to this exhibit the artist agrees to the conditions set forth on this entry form. I hereby agree to the above liability clause and to abide by all the rules and regulations set forth in the prospectus of the Western Federation of Watercolor Societies 36th Annual Exhibition. Permission is granted to photograph my painting and use my image for publicity purposes.

Artist signature \_\_\_\_\_ Date \_\_\_\_\_

PLEASE PRINT CLEARLY

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

JPG File provided as:

\_\_\_\_\_ Email attachment

|           |           |       |      |
|-----------|-----------|-------|------|
| Entry Fee | 1 entry   | _____ | \$30 |
|           | 2 entries | _____ | \$35 |
|           | 3 entries | _____ | \$40 |

Check # \_\_\_\_\_

| Entry #  | Title     | Medium | Price | Image H x W | Outer Edge of Mat H x W |
|----------|-----------|--------|-------|-------------|-------------------------|
| Entry #1 | Title     |        |       |             |                         |
|          | File Name |        |       |             |                         |
| Entry #2 | Title     |        |       |             |                         |
|          | File Name |        |       |             |                         |
| Entry #3 | Title     |        |       |             |                         |
|          | File Name |        |       |             |                         |

**Fill in this section and provide a self-addressed stamped #10 envelope if you **DO NOT** wish to be notified by email**

Artist's name:

| Entry 1               | Entry 2               | Entry 3               |
|-----------------------|-----------------------|-----------------------|
| Title _____           | Title _____           | Title _____           |
| Accepted Not Accepted | Accepted Not Accepted | Accepted Not Accepted |

Return Address for:  
WFWS Delegate for NMWS  
Woody Duncan  
7236 Calle Montana NE 87113-1277

36th Annual  
Western Federation of Watercolor  
Societies Exhibition  
May 6 – June 5, 2011  
Fine Arts Building – Expo New Mexico



**WFWS**

Western Federation of Watercolor Societies