

NMWS SPRING SHOW PROSPECTUS

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



New Mexico Watercolor Society 2017 “Members Only” Spring Show Juror/Judge Thomas W. Schaller, AWS, NWWS, ASAI



Following a 20-year career in New York City as an architect and architectural artist, Tom Schaller is now based in Los Angeles, California where he devotes himself full-time to artwork in the watercolor medium.

He has long been considered one of the foremost architectural artists in the world. In the field, he has won every major award for his artwork - including being a two-time recipient of the Hugh Ferriss Memorial Prize. He has authored two books ; the best-selling and AIA award of merit winner, *Architecture in Watercolor*, and *The Art of Architectural Drawing*. He is increasingly in demand internationally to conduct his watercolor workshop series, "The Architecture of

Light" filmed in 2015 as a series of videos and DVDs by Artist Network TV. It is also the working title of his next book currently in progress.

Mr. Schaller is a Signature Member of the AWS, NWWS, Artist Member of the California Art Club, the Salmagundi Club, and President Emeritus of the American Society of Architectural Illustrators. Tom is a member of a great many other professional arts organizations as well as a founding member of the group North American Watercolor Artists.

Entry Deadline March 24, 2017

Exhibition held at the Fine Arts Building on the New Mexico Expo State Fairgrounds
Exhibition Dates May 6-28 (Thursdays-Sundays only), 2017

Entry Fees are as follows: 1 painting \$20, 2 paintings \$35 and Maximum of 3 paintings \$45

****Please read carefully the attached NMWS Prospectus for eligible paintings****

****Entries for this show will only be accepted from current NMWS members****

Awards

Best of Show \$600 First Place \$500 Second Place \$400 Third Place \$300
More awards to be announced

Calendar

Friday, March 24 at 5PM	Entry deadline (emailed digital images MUST ARRIVE by this date) at 5PM Please register through the NMWS Website " Upcoming Events " tab New Mexico Watercolor Society - REGISTRATION for Upcoming Events
Friday, March 31	Notification of accepted paintings announced by email
Monday, May 1 at 7:00 PM	Thomas Schaller demo and NMWS May Membership Meeting (evening meeting) Fine Arts Gallery, EXPO-NM
Tue – Fri, May 3-6	4 Day Workshop by Thomas Schaller - Fine Arts Gallery, at EXPO-NM, near San Pedro & Copper NE, Albuquerque
Monday, May 1	Shipped Paintings Arrival Date to Mail Bank, 1208 San Pedro NE, Albuquerque, NM 87110 c/o NMWS (see <i>Exhibition details</i>)
Tuesday, May 2	Hand-Delivered Paintings Received 12:00-2:00 PM at the Fine Arts Gallery, EXPO-NM . Late arrivals will not be accepted.
Saturday, May 6	Opening Reception 1:00-4:00 PM with Thomas Schaller
May 6-28 (Thursdays – Sundays)	Exhibition Open to the Public Thursday - Sunday 10 AM to 4 PM
Sunday, May 28	Exhibition Closed and Building cleared at 4 PM. Pick up Painting(s) Time: 4:30-5:30 PM , Location: Fine Arts Bldg, Expo NM <u>Paintings will not be released before 4:30 PM</u>

Questions? **NMWS Exhibition Chair: Tina Stallard (505) 385-0432**

How to Enter

<p>SELECT YOUR PAINTINGS A MAXIMUM OF 3 may be entered – but judge's selections are limited to two (2) paintings per artist.</p>	<p>Before selecting your painting(s) please read carefully the attached NMWS Show Prospectus to make sure the painting(s) are eligible. For "Members Only" Spring Show you must be a current members of NMWS.</p>
<p>PHOTOGRAPH YOUR ENTRIES WITH A DIGITAL CAMERA</p> <p>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.</p>	<p>Only digital entries of artwork will be accepted. 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). Please crop the image so only the painting is shown. File format: .JPG files, File Resolution: 300 dpi Image size: 1200 pixels on the longest side/dimension.</p> <p>File Naming Convention: first 4 letters of last name, first 4 letters of first name, month (05) and year of exhibit (17), A, B, or C for entry number. (If your first or last name has only 3 letters, add an 'x' to complete the four letters.) For example, if Jon Smith had 3 entries: smitjonx0517A.jpg smitjonx0517B.jpg smitjonx0517C.jpg</p> <p>NOTE: A correct file name contains a total of 13 numbers and letters.</p>
<p>PLEASE ENTER ONLINE AT: New Mexico Watercolor Society - Home</p>	<p>You MUST LOG-IN with your complete e-mail address and password in order to see all Events, and to register for the Exhibition. Instructions for Exhibition Registration, Upload of Digital Images and Online payment are attached to this Prospectus and are also available on the NM Watercolor Society website.</p> <p>To Crop and Re-Size your photos, a free software is available. 2017 NMWS Pixlr.com Instructions.pdf To Convert your photo resolution to 300 DPI, a free software is available. https://convert.town/</p> <p>To Register for the Exhibition and to Upload your digital photographs of your paintings: FIRST - Please review the step-by-step directions in this slide show: 2016-05 Reg and Digi Upload Slides.pdf</p> <ol style="list-style-type: none"> 1) Please read directions carefully before you start. 2) Locate and read the entire Entry Registration page on the website. Click on the white REGISTER box, lower left. 3) Complete all areas marked with a red asterisk * on the registration page, including the title (less than 25 characters, including spaces), price, size and file name of the painting(s) you wish to enter. 4) Follow the prompts to upload your digital photographs of the painting(s) you wish to enter, to the website's Exhibition Digital Upload Page. 5) To pay for your registration by credit card via PayPal (<i>you do NOT need a PayPal account to use your credit card</i>) or to use your own PayPal account to pay, just follow the prompts. 6) To pay for your registration by personal check, write your check to "NM Watercolor Society", (\$20 for 1 painting, \$35 for 2 paintings, \$45 for 3 paintings (maximum 3 entries), and mail to the FILE MANAGER. <p style="text-align: center;">Ruth Andrews-Vreeland 8126 Northridge Ave. NE , Albuquerque, NM 87109</p> <p style="text-align: center;">Cell: 505-264-9388 (Please call for Ruth for questions)</p>

<p>ALTERNATE METHOD FOR ENTERING only if you are unable to enter through New Mexico Watercolor Society - Home</p> <p><u>Paper registration forms will no longer be accepted.</u></p> <p>Only checks will be accepted by mail.</p>	<p>Send an email to nmwsexhibitionsentry@gmail.com</p> <p>Please include the following:</p> <ul style="list-style-type: none"> •Name •Address, City, State and Zip •Phone number and email address <p>plus your password for the NMWS website so that the website administrator can enter on your behalf.</p> <p>For each painting entry (A, B, C) include:</p> <ul style="list-style-type: none"> •Title •Painting Size (H x W) •All media used in the painting •Price <p>Attach your digital images-300dpi and 1200 pixels on longest side and include it in your email.</p> <p>Mail your check for entry fee (\$20 for 1, \$35 for 2, and \$45 for 3) (3 Max) to: NMWS FILE MANAGER. Checks must arrive by March 31, 2017.</p> <p>Ruth Andrews-Vreeland 8126 Northridge Ave. NE , Albuquerque, NM 87109</p> <p>Cell: 505-264-9388</p>
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Exhibition Details

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, 1208 San Pedro 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 (Make checks payable to "Mail Bank")

- \$45 per single painting in one package / box, plus
- \$20 for each additional painting included in package/box, or
- \$55 per crate containing one painting, plus
- \$20 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. All Paintings will be released on:

Sunday May 28 between 4:30 – 5:30 pm in the Fine Arts Bldg, Expo NM.

The exhibition closes at 4pm and doors will not be open again until 4:30pm for pick up. If you plan to visit the exhibition, come well in advance of 4:00pm and realize there will be a ½ hour wait until you can get your paintings.

SALES

Accepted paintings may or may not be for sale.

The price cannot be changed after registration.

The exhibit hosts will take checks from buyers made out to the artist. Checks will be mailed directly to the artist. 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 4:30 – 5:30 pm in the Fine Arts Bldg, Expo NM.

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 artists 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 Tina Stallard 505-385-0432**, to find a role that will work for your schedule.

3. To Buy Out:

You may "buy out" for a \$30 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 \$30 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.

DONATIONS

A tax-deductible donation of 25% of the sales price to the NMWS would be appreciated for any sold paintings. A receipt for your donation will be provided by NMWS.

New Mexico Watercolor Show Prospectus

Please enter online at: http://www.nmwatercolorsociety.org/upcoming_events

PAINTING ENTRY REQUIREMENTS: *(please read carefully)*

- Minimum image size is 80 square inches. Maximum image size is 30" x 38".
- Each artist can enter 3 paintings – judges' selections are limited to 2 per artist for the exhibition.
- Entries must be original and entirely the work of the unsupervised artist and must have been 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.

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

ACCEPTABLE MATERIALS

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

Watercolor, gouache, egg tempera, casein, watercolor pencils and crayons, pigmented Inks that are lightfast and water-soluble, as well as **Fluid** Acrylics.

"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 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™ and Gessobord™ are also allowed. **Canvas products/supports and Claybord™ 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 to exceed ¼ inch. Top mats must be white or off white and protected 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. [2016-01_NMWS_Hanging_Standards.pdf](#) (same for 2017)

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.**

ELIGIBLE SUPPORTS FOR ALTERNATIVE PRESENTATION

Deep supports consist of 1"-2-1/2 " thick, ready to hang "cradled" Aquabord™, Gessobord™ 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 (polyvinyl 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 "floaters" 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.