

Prospectus For the Love of Watercolor (FLOA) 2021 DIGITAL EXHIBIT
New Mexico Watercolor Society – Southern Chapter

Curated and Produced by:

New Mexico Watercolor Society – Southern Chapter (NMWS-SC)

P.O. Box 1571, Las Cruces NM 88004-1571

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Event Description:

The Las Cruces' *For the Love of Art* event has gone digital this year, and this is a wonderful opportunity to open the show to both chapters of NMWS. This is an OPEN SUBMISSION exhibit (not juried) so it's a great opportunity to promote your work!

We will be hosting the exhibit on the NMWS store (where art can be purchased), and posted on NMWS Facebook and Instagram pages, as well as on our Smugmug page for the month of February and March. We encourage artists to publicize the exhibit sites to their mailing lists to increase the visibility of the exhibit and sales.

Theme: The theme "For the Love of Watercolor" invites artists to express what you love about watermedia.... the transparency, the opacity, the juicy color, the special effects. Show us how passionate you are about your subject ... the possibilities are endless.

Rules: 2 dimensional works, minimum 8" x 10", no maximum size, done in watermedia on paper, yupo or other board/panel. You do NOT have to frame your painting. The exhibit is open to members of BOTH chapters of NMWS.

Entry fee: \$15 or one, \$30 for two and \$40 for three paintings.

Pricing and Financials: The minimum price should be at least \$150 to value your work and also to cover the extra volunteer work required to present the exhibit digitally.

25% will be deducted for NMWS commission. NMWS will submit state sales tax for you. You are expected to have painting matted and ready to ship and commit painting to the exhibit (i.e. do not offer it for sale or sell it anywhere else) until March 31, 2021. The buyer will be charged a flat shipping rate of \$20 which will be submitted to the artist to send the work.

DEADLINE to ENTER online: 6 pm on Friday, January 22, 2021.

Register here: [REGISTRATION OPEN -- FLOA 2021](#)

Images must be 300 dpi, and 1200 pixels on the longer side.

Name the file following this pattern: FLOASmithLinda1Paintingtitle.jpg For paintings 2 or 3, use that number instead of "1".