

PROSPECTUS : 2021 NMWS-SC Members Only Juried Fall Exhibit

November 1-29, 2021

Doña Ana Arts Council Gallery,
250 W. Amador, Las Cruces, NM 88005

THIS WILL BE AN IN-PERSON EXHIBIT!

Theme: “Eureka! Inspiration in Watercolor” NMWS members from both chapters will have the opportunity to paint what inspires them. What makes you stop in your tracks and say, I just HAVE to paint that!!?? What turns you on? What makes your heart sing? Express that in your watercolor and submit it to this juried exhibit!! At the exhibit, we invite viewers to have their own “a ha!” or Eureka moment when they are captivated by the artists’ representation of what thrills them.

Entry Fees: 1 painting \$20, 2 paintings \$35 (maximum 2 entries/artist)

Minimum size 8” x 10” – Maximum size 22” x 30”

If you are not a member, you may join online and then enter the exhibit.

****Please read the NMWS Painting and Framing Requirements on the last three pages to make sure your work is eligible. Contact the Exhibit chair with any questions – address on last page. ****

Awards: Best of Show \$300 First Place \$250 Second Place \$200

Third Place \$150 Two Honorable Mentions \$100 each

Note: Earlier ENTRY DEADLINE: 6 pm on August 27, 2021

Juror (Selections): Robin Lee Makowski

Robin Lee Makowski, NMWS, FWS, WFWS is a professional artist, illustrator, author, and instructor who has worked both sides of the take-in desk for many years. Many of you remember when she lived in Southern New Mexico, owned a gallery, and was on the board of the Southern Chapter.

Robin left New Mexico to take the position of Exhibitions & Art Studio Coordinator at the Elliott Museum in Stuart, FL where she worked for seven years. Both there and in her own NM gallery, she conceived, curated, and produced many themed juried shows. As Art Studio Coordinator, she scheduled classes, workshops, and youth Summer Art Camps, providing work for artist instructors and creative space for adults and children.

She currently holds the position of Digital Director for the Florida Watercolor Society, overseeing entries and working with the judges for the FWS Annual Exhibition and Online Show. Robin has judged many local and regional shows for both selection and awards and was the judge and workshop instructor for the NMWS 2014 Spring Show.

Judge (Placements): Marissa Sage, Director of the NMSU Art Museum

Marisa Sage is the Director and Head Curator of the New Mexico State University Art Museum in Las Cruces, New Mexico. Sage is a curator with a passion for emerging contemporary art and artists. Throughout her fifteen-year career, Sage has planned and executed over 100 international exhibitions, which included more than 200 individual artists globally.

Previously, Sage served as the Director of the Rema Hort Mann Foundation, in New York, NY, and Galleries Manager for Salisbury University Art Galleries, in Salisbury, Maryland, before that, she established Like the Spice Gallery, a contemporary art gallery in Williamsburg, Brooklyn which held over 65 exhibitions between 2006 and 2012.

At NMSU Sage has curated “Off the Wall”, a two-parted exhibition tracing the history of Sol LeWitt’s relationship with NMSU, as well as showing the extent of his influence on a new generation of artists who use the surface of the wall as their canvas. Sage has written and received multiple grants for NMSU including the National Endowment for the Arts which funded the exhibition GEOMAGIC: Art, Science and the Zuhl Collection. Sage is a New York native, who received her Bachelor of Fine Arts in photography from Syracuse University and Master of Digital Arts from the Maryland Institute College of Art.

CALENDAR:

Registration Opens April 1, 2021	REGISTRATION ONLY through http://nmwatercolorsociety.org **Please carefully read the NMWS Painting and Framing Requirements on the last three pages of prospectus!**
DEADLINE 6 pm Aug 27, 2021	REGISTRATION ONLY through http://nmwatercolorsociety.org **Please carefully read the NMWS Painting and Framing Requirements starting on page 4!**
Sept 13, 2021	Notification of accepted paintings announced by email .
Delivery Oct 30, 2021, 9-10 am	Hand-delivered paintings received. Dona Ana Arts Council Gallery, 250 W. Amador, Las Cruces <u>LATE ARRIVALS WILL NOT BE ACCEPTED</u>
Nov 13, 2021 Reception: 12:30-2:30 Awards: 1:00 pm	Artists’ reception Saturday November 13, 2021 Reception: 12:30-2:30 Awards: 1:00 pm Artists are expected to be in attendance during at least part of the reception and to help publicize the exhibit through their networks. Gallery is open from 12-5.
Monday, Nov 1–29, 2021	Exhibition Open to the Public Gallery Hours for this Exhibit: 9am – 5 pm Mon-Fri
Tuesday, Nov 30, 2021, 10 – 11 am	Pickup of unsold works (or sold works to buyers) Doña Ana Arts Council Gallery, 250 W. Amador, Las Cruces. <u>NO WORKS WILL BE RELEASED EARLY.</u>

STEPS TO ENTER:

<p>1. SELECT YOUR PAINTINGS</p>	<p>Before selecting your painting(s) please carefully read the NMWS Painting and Framing Requirements on the last three pages of prospectus to make sure the painting(s) are eligible. A MAXIMUM OF 2 may be entered.</p>
<p>2. PHOTO-GRAPH YOUR ENTRIES WITH A DIGITAL CAMERA</p>	<p>Only digital entries of artwork will be accepted. The juror will select 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 dimension. See this page for free tools to size photos: NMWS Register for Exhibitions</p>
<p>3. RENAME YOUR FILES</p>	<p>NAME YOUR FILES on your PC according to these rules: DA (for Dona Ana Arts Council), first 4 letters of last name, first 4 letters of first name, month (11) and year of exhibit (21), and A or B 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 2 entries: DAsmitjonx1121A.jpg DAsmitjonx1121B.jpg NOTE: A correct file name contains a total of 15 numbers and letters.</p>
<p>4. ENTER ONLINE AT: NMWS Register for Exhibitions</p>	<p>You MUST LOG-IN with your complete e-mail address and password in order to see all Events and Register for the Exhibition. 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: 2018-09 Show Regist-Upload Instructions.pdf 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. Be sure you renamed them according to this pattern: DAsmitjonx1121A.jpg DAsmitjonx1121B.jpg 5) 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.</p>

LIABILITY

NMWS does not carry insurance on paintings submitted for competitive exhibitions; every precaution will be taken for the safety of your works. DAAC has liability insurance for works in its building but personal artist insurance is also recommended. 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.

RETURN OF UNSOLD 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: **Tuesday, November 30, 2021 from 10-11 am.** Doña Ana Arts Council Gallery, 250 W. Amador, Las Cruces.

SALES

Accepted paintings must be for sale. **The price cannot be changed after registration.**

DAAC WILL COLLECT MONEY FOR SALES and deduct 30% commission and pay the artists the remainder. The Exhibition Committee will supply contact information to DAAC, but artists should also provide a bio that will be placed in a binder, to be available during the exhibit.

NMWS PAINTING AND FRAMING REQUIREMENTS: *(please read carefully)*

- **Minimum IMAGE size is 8" x 10" or 10" x 8" or 80 square inches. Maximum image size 22" x 30".**
- Each artist can enter 2 paintings – juror's selections will be blind - no exclusions or minimums or guaranteed artists.
- Entries must be original and entirely the work of the unsupervised artist and must have been completed within the last two (2) years. ***Copies, prints and digitally produced materials of any kind are not allowed***
- You may not enter the same painting in two shows at the same time, whether the exhibit is juried or open submission. As a penalty, the artist could be banned from entering shows for a year.
- Only works **not previously accepted or shown** in National Shows, Western Federation, Masterworks of New Mexico, either of the NMWS Fall-Spring shows, **or in any commercial gallery in Dona Ana County within the past 12 months.**
- **Failure to deliver an accepted painting to a NMWS Exhibition will result in a two (2) year exclusion from all NMWS Exhibitions.**

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.**

PRESENTATIONS:

Traditional

Framed art work entered in the NMWS Exhibitions must meet professional, gallery-quality standards. Paintings must be framed in metal or wood, matted in white or off-white (outer mats). Thin colored liners (inner mats) of 1/4” or less, are acceptable. Plexiglas must be used on all water-soluble works and non-varnished works. **Use of glass is not allowed.** Mats must be clean, protected by Plexiglas, and have no debris between the Plexiglas and the mat.

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 for Painting Entry, Applicable Materials and Presentation as described above in this Exhibition Prospectus have first been met.

Eligible supports for Alternative

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 (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.

Wire: The hanging wires must be firmly attached to sides of frame, of heavyweight strength, and peak at 3-1/2" below the top of the frame. Use of coated wire is recommended.

Backs of paintings must be neatly finished: Backs of paintings in wood frames should be finished/sealed with clean paper dust covers, without rips, mars or writing. Cradled paintings with hanging eyelets and wires mounted entirely inside the back are exempt from dust covers.

Backs of paintings in metal frames may be: (your choice)

a) finished/sealed with clean, unmarked paper dust covers, without rips, using double-sided tape (no masking tape), OR

b) finished/sealed with white artists' tape, covering the gap between foam core and frame, while neatly hiding exposed staples, clips, brads, or nails. The visible foam core should be otherwise clean, unmarked, and without ragged edges; OR

c) cut and insert a piece of clean, unmarked foam core, without ragged edges, so that it fits SNUGLY into the back of your painting, filling the space, hiding all staples, clips, brads or nails. The back of the foam core should be flush (even) with the back of the metal frame. Depending on the style of the metal frame, you may need to slightly notch the foam core to accommodate the hanging wire. The "filler" foam core can be adhered to the foam core back of the actual painting (inside and not visible) with double sided tape or glue, so the added foam core doesn't fall out.

If the only foam core you have available at present is marred, has writing on it or is otherwise dented or disfigured, then you may wrap the foam core in brown paper, (like wrapping a gift) so that the visible foam core is completely covered and the paper wraps around it smoothly, with neat edges and corners. The foam core & paper covering should fit securely in the space in the back of your painting hiding hardware, except the hanging wire. Recommended, but not required at present, is to then use wide (2" or wider) artists' tape or brown paper tape, (no masking tape) with good adhesive, to "bridge the gap" between the back of the metal frame and the foam core, (covered with paper or not) to seal the "filler" foam core in place and provide a smoothly sealed painting back.

No name plaques or other identification are allowed on front of frames.

Repair Fees: If the wire or frame needs to be adjusted or repaired after delivery to the venue, there may be a minimum \$5 charge for repair.

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 Prospectus standards and guidelines, may be rejected and denied NMWS Exhibition entry.

QUESTIONS on PROSPECTUS? Contact NMWS-SC Exhibitions Chair
Karen Steinberg, 915-307-6383/ EMAIL kjsteinberg@aol.com

QUESTIONS on UPLOADING PHOTOS AND REGISTRATION? Contact NMWS-SC File Manager
Arlene Tugel, 575-532-0918 / EMAIL fullersres@msn.com