

WATERCOLOR SOCIETY OF ALABAMA
80th Annual National Exhibition
June 6 - July 25, 2021

TUSCALOOSA ARTS COUNCIL
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SELECTION JUROR: “Making art is an essential and defining part of who I am and how I live,” says **Alexis Lavine**. “I see so much that intrigues me, and I am endlessly challenged to express what I see and how I feel, in my own way, through my art.” Alexis paints exclusively with watercolor, and frequently works “en plein air.” When she is not painting outdoors, she can be found working in her studio, where she constructs paintings which are thoughtfully designed, carefully drawn, and sensitively painted. Recognizing the importance of education, Alexis is an enthusiastic art instructor, who teaches painting and drawing classes and workshops, in her home studio and elsewhere around the country. She loves to communicate about art, share her experience and knowledge, and help her students achieve greater creative success. Alexis has lived in Greensboro, North Carolina since 2002. Recently honored as “One to Watch” by Watercolor Artist Magazine, her paintings have been published in Splash, The Artistic Touch, The Best of Watercolor, and Watercolor Artist. Creative Art Press has published a six- DVD instructional series, called “Creative Watercolor Using Photographs” featuring her watercolor demos. www.alexislavineartist.com.

AWARDS JUDGE: To be announced.

WORKSHOP: To be announced.

2021 National EXHIBITION CALENDAR:

Mar 31	Entry DEADLINE (online entry required)
Apr 7	Juror Selection Begins
Apr 20	Artists Accepted List/Acceptance Letter with Shipping Instructions posted on Web
May 17-21	Shipped Work Due at: 620 Greensboro Ave, Tuscaloosa, AL 35404 Attn: Sharron Rudowski
May 22	Hand Carried Work Due (10 AM-4 PM)
Jun 3-5	Workshop with Laurin McCracken (9 AM-4 PM)
Jun 6	WSA Opening Reception and Awards Ceremony (1 PM-3 PM))
Jul 25	Exhibition Closes
Jul 25	Hand Carried Paintings to be picked up (10:00AM – 1:00PM)
Jul 26	Paintings packaged, and shipping begins

ONLINE ENTRY is now required for WSA exhibitions. We are providing tips and an Entry Tutorial to help guide you through the process. If you follow the steps in the tutorial, it will probably save you time when completing the Entry Form online. Please download and print the Entry Tutorial along with this Prospectus. Click on **ENTRY TUTORIAL** at WSA website homepage www.watercolorsofAlabama.org

AWARDS: The Juror of Awards will make selections from the actual paintings displayed in the exhibition. Approximately \$10,000 monetary and merchandise awards will be granted. All artists accepted into the show and their painting is received and hung, will earn one point toward Signature membership or toward advanced levels of Signature membership.

SALES: Paintings may be priced for sale or not for sale (NFS). Changes in price or NFS status are not permitted following acceptance. Tuscaloosa Art Council **will take a 20% commission** on sales of paintings.

ARTIST ELIGIBILITY:

Exhibition is open to artists who are at least 18 years of age, members of the Watercolor Society of Alabama whose dues are current, and who reside within the United States.

MEMBERSHIP:

All entrants must be current 2021 members of the Watercolor Society of Alabama. Nonmembers may join WSA and enter the competition. There are two methods to join or renew membership:

1) You may join or renew membership at any time online using PayPal by clicking on **Join/Renew Now** located on the right side of the WSA website homepage at www.watercolorsocietyofal.org.

Also, you may join/renew when filling out the Exhibition Entry Form online (see Entry Tutorial).

2) If you wish to join WSA by mail, the membership form may be downloaded, printed, and filled out. To locate the form go to watercolorsocietyofal.org and click on **Membership** (top menu) or **Join/Renew Now** on the right. Make check payable to WSA in the amount of \$40 and mail with completed form to Membership Chair (mailing address below).

Current members who have not yet renewed their dues for 2021 (1 Oct 2020 - 30 Sep 2021), your membership expired on 1 January 2021 after a three-month grace period. Please make checks in the amount of \$40, payable to WSA. Mail to Heike Covell, Membership Chair, 11012 Willingham Drive, Huntsville AL 35803-2073.

NOTE: If paying by mail, all membership checks must be received by the Membership Chair prior to entering the exhibition online. When completing the online Entry Form click on circle "I am a member".

MEMBERSHIP BENEFITS:

- Receipt of Newsletters
- Discount on Workshop Fee
- Copy of National Exhibition Catalogue
- Option to be in Members Gallery of Website
- Earn points toward Signature Membership. For info about Signature Member status, visit WSA Website at www.watercolorsocietyofal.org (Dues must be paid annually to retain attained status.)

SPECIFICATIONS (READ CAREFULLY)

- Eligible paintings are limited to water-soluble media applied in an aqueous, watercolor manner. For more information on the term "aqueous, watercolor manner" see FAQ at watercolorsocietyofal.org
- Entries must be original, **painted after January 1, 2019** and **NOT PREVIOUSLY JURIED INTO ANY WSA EXHIBITION**.
- WSA reserves the right to refuse entries that are deemed to be obscene, controversial, or in bad taste. The Screening Committee is authorized to make the decision whether any entry falls into these categories.

ALLOWED:

- Only original composition and artwork by the artist is accepted. See **FAQ**: How does WSA define the original art requirement for entries at www.watercolorsocietyofal.org
- Watercolor, acrylic, casein, gouache, egg tempera, metallic, **watercolor** ink, watercolor pencil, and watercolor crayon.
- Watercolor paper, watercolor or illustration board, watercolor canvas (without added medium) and clay board (example, Aqua board), Yupo or other synthetic paper.
- Collage items: original work by the artist on one or a combination of watercolor paper, white rice paper without inclusions, white tissue paper, Yupo or other synthetic papers.

NOT ALLOWED:

- **Media Not Water Dissolvable** (e.g., alcohol ink)
- Textured medium, textured applications (e.g., with pallet knife, applied textured papers).
- Raised paint. Raised paint when applying any of the allowed media, e.g., acrylic, indicates the application is not aqueous enough.

- Diptychs or triptychs unless in a common frame.
- Pastels.
- Class or workshop paintings, copies, computer generated art, digital images, prints or reproductions.
- Copies or likeness of another's work (i.e. painting, drawing, photograph, digital image, or prints).
- Original artwork derived from any published source or other artist's work.
- Varnished or waxed paintings. "Varnish" is interpreted to mean any covering that obstructs the viewer from telling that the painting is water media.
- Canvas Supports, except Watercolor Canvas.

PRESENTATION OF FRAMED ART:

ALLOWED:

- Minimum image size: 140 square inches (multiply height x width, e.g. 10" x 14").
- Maximum frame size: 48" in any direction.
- Maximum frame width: 3 inches.
- Wood frame: simple wood tones or painted gold, silver, or black (w/o carved ornamentation). See **FAQ** at WSA website for examples.
- Metal frame: gold, silver or black (without decorative corners).
- Light enough to be handled by one person.
- Plexiglas plastic glazing only.
- Wire must have taped ends or plastic coating, ready to hang and support the strength of the painting.
- Mats (inner and outer) if used, **must be white or off-white**.
- Wood Liners/Filets, if used, must be wood tone, white, gold, or silver.

NOT ALLOWED:

- Glass
- Non-glare glazing
- Frayed wire ends
- Colored mats/liners **including beige and yellow tints**
- Saw tooth hangers
- Smudged, dirty mats
- Painted colored frames

HOW TO ENTER:

Follow all instructions carefully. Print and retain this prospectus for future reference. Begin by preparing the digital image of your painting. Keep in mind that these images are what the Juror views for acceptance into the exhibition.

IMAGES: Artists must submit digital JPG files of their paintings through the electronic entry form on the WSA website when filling out the 2021 Exhibition Entry Form online. Up to three entry images may be submitted. Images must be in JPG format with a resolution/dpi of 300 and no more than 3MB. (See ***How to Photograph Art and How to Prepare Images*** and other tips at Resources/Tips on WSA website)

DIGITAL IMAGE REQUIREMENTS: Prepare your digital images before filling out the 2021 Exhibition Entry Form online. Save these files on your computer where you can locate the image(s) to upload when completing the Entry Form online. Make sure images conform to the following requirements:

- Color **must** be accurate for website presentation.
- Images **must** be 300 dpi and saved in JPEG format not to exceed 3MB. **Note: If you do not have photo editing software on your computer, a free online editing tool is available at: www.resizeimage.net**
- Images **must** be cropped to exclude frames, mats & background and must be correctly oriented (vertical or horizontal). You can use the **free online editing tool at: www.resizeimage.net** to also crop your photo image.

- Each **image must** have the artist's **last name, an entry number (A, B, or C) and title to coincide with your Entry Title**. E.g., for your first **Entry Title A**, if you enter JonesARock, then its Image File must have the Name: JonesARock.jpg, no spaces
- Save the image(s) on your computer where you can find them to upload.
- Changes/substitutions to entries will not be accepted after **April 20, 2021**.

ONLINE ENTRY:

- All entries must be submitted online. **NO email/postal mail entries accepted**. Successful completion of your online entry will be acknowledged with an automated notification of your entry data from the website.
- A tutorial is provided to help guide you through the online entry process. Click on **Entry Tutorial** at watercolorsocietyofal.org to download and print. Before you open the online entry form, please have your entry information available using the Entry Tutorial as your guide.
- After preparing your entry information per the Prospectus and the Tutorial, **you will find a link to enter the Exhibition Online** at www.watercolorsocietyofal.org Home page. The link will take you to the **online Exhibition Entry Form to fill out**.
- Enter your information • join/renew membership if needed • upload your digital image(s) • sign the AGREEMENT electronically with the cursor (see below). SUBMIT and pay through PayPal (credit, debit card or personal PayPal account). The Entry Tutorial takes you through these steps.
- If you have a problem submitting your entry online, contact Jae Shepard at jaeshep@aol.com or 256 810 9240 or Shirley Tucker at sjtuck41@att.net 256 773 8353 for help.

NON-REFUNDABLE ENTRY FEE:

An entry fee of \$40 is required for up to 3 entries. Nonmembers can enter by becoming members, paying the entry fee plus yearly dues of \$40.00. All fees will be paid through PayPal at the time of submitting your Online Entry form. Those without a PayPal account will still go through PayPal to use a credit or debit card.

DELIVERED WORKS: - **DEADLINE MAY 22, 2021 for receipt at Tuscaloosa Arts Center**

- WSA reserves the right to refuse any painting that does not match the submitted entry, the prospectus or framing criteria.
- Artwork will be reviewed at the venue by the WSA Screening Committee to assure adherence to the Prospectus. The committee has authority to remove a painting from its frame if necessary to verify compliance with competition requirements.
- Works that do not pass either the selection image screening or on-site painting screening will be returned at artist's expense. The Screening Committee's decisions are final.
- Entrants failing to deliver selected works may be denied entry to future exhibitions for up to two years.
- No painting may be substituted, and none may be removed before the end of the show.

DELIVERY AND RETURN SHIPMENT:

All artists whose work is selected for exhibition will receive instructions for shipping and delivery in the Acceptance Letter posted on the WSA Website (downloadable). The Accepted Artist List will also be posted on the WSA Website. A \$25 HANDLING FEE will be charged for all shipped paintings. Make check payable to WSA in the amount of \$25 and mail to Jaceena Shepard @ 1571 County Rd 414, Town Creek, AL 35672.

Check must arrive NLT May 22, 2021.

LIABILITY:

WSA and the Tuscaloosa Arts Center will take every precaution against damage or theft but will not be responsible for damage or loss whatever the cause. Artists should carry their own insurance.

AGREEMENT: After you have completed your artwork information and uploaded your images, you will be **required** to **electronically sign the agreement as it appears below** on the **2021 Entry Form:**

AGREEMENT: Submission of this (these) image(s) of the painting(s), if accepted by the Juror of Selection, shall constitute an Agreement on the part of the artist to comply with the conditions set forth in this Prospectus, including the following:

1. I hereby release and discharge the officers of the Watercolor Society of Alabama (WSA) its representatives, and the Exhibition Venue from any and all claims occasioned by damage or loss of said image or painting while in the possession of WSA/Exhibition Venue.
2. No work accepted may be withdrawn prior to the close of the exhibition.
3. Permission to reproduce the painting for educational or publicity purposes is granted.
4. I realize if my work is selected and I withdraw, or it does not meet eligibility requirements set forth in the prospectus including that it has not been exhibited in another WSA show, I will be disqualified immediately. Awards or certificates and the 2021 signature status points will be rescinded, and I will not be allowed to enter WSA exhibitions for up to two years.

Signature*

I agree to these terms

USE CURSOR TO SIGN IN SIGNATURE BLOCK ON EXHIBITION

IF YOU HAVE QUESTIONS ABOUT THE PROSPECTUS REQUIREMENTS, PLEASE CONTACT JACEENA SHEPARD at: jaeshep@aol.com or SHIRLEY TUCKER at: sjtuck41@att.net

To enter the Exhibition go to www.watercolorsofAlabama.org and click on **Enter Online**.