

WATERCOLOR SOCIETY OF ALABAMA 2021 ALABAMA MEMBERS' SHOWCASE

SEPTEMBER 19, 2021 – NOVEMBER 5, 2021

JEMISON-CARNEGIE HERITAGE HALL MUSEUM (HHM)

200 South Street, East

Talladega, AL 35160

256-761-1364; hhmuse@bellsouth.net

JUROR OF SELECTION:

Betty Carr is emerging as one of the foremost painters of the southwest. Her use of color, light and shade accentuate her subject matter while showing her love of nature and its forms. Since gaining her MA from San Jose State University, California, Betty has taught painting, drawing and sculpture at primary, secondary and college levels and has developed a following through both private and workshop instruction. She is collected both privately and corporately as well as being accepted in numerous juried exhibitions.

Betty has recently been selected as a master painter in the " American Impressionist Society" (AISM).

She is also a signature member of "APAP", Arizona Plein Air Painters Association. Betty in discussing her painting style; impressionism, enthusiastic brushwork and the use of light and dark shows the enthusiasm and spontaneity of getting the scene in her hands. Following years of instructing art in Colorado and California and developing her distinctive painting style, Betty and artist husband decided to follow the sun to the southwest where color and light are ever present. "What catches my eye is the effect light has on form in unique situations whether fleeting, spilling over, striking, etc. I challenge myself in capturing its dramatic and/or subtle effects. I strive for confident enthusiastic brushwork, the maximizing of color's value and intensity range and a fresh painterly approach, the result appearing effortless" -Betty Carr

AWARDS JUDGE:

WORKSHOP:

Joan Fullerton Colorado Abstract Artist

Joan's painting process is one of experimentation and discovery. While she does not work with a predetermined subject in mind, she often ends up with paintings symbolic of man's connection to the Earth.

Joan Fullerton grew up on the vast, slow-paced plains of Eastern Wyoming. While raising 3 children, she studied watercolor with Edgar Whitney, Frank Webb, Charles Reid and many other nationally known watercolorists. In 1985 she returned to college and achieved BFA and MFA degrees in painting from the University of Wyoming. She was a college art instructor at Laramie County Community College in Cheyenne, Wyoming from 1990 to 2003. In 2003 she made the leap of faith to relocate and paint full-time in Taos, NM. During her 8 years in Taos, Fullerton made her mark and established her reputation as a well-known and respected artist and teacher. Now located in the Denver Metro area, she now paints in her home studio and teaches workshops internationally.

2021 AMS EXHIBITION CALENDAR:

July 3(Sat)	Prospectus Posted
Aug 7(Sat)	Entry DEADLINE
Aug 14 (Wed)	Juror Selection Begins.
Aug 23 (Mon)	Artists Accepted List and Acceptance Letter with Shipping Instructions posted on Web.
Sep 7- 10 (Tues-Fri)	Shipped Work Due at HHM
Sep 11(Sat)	Hand Carried Work Due (10:00AM-1:00PM) Unpacking & Hanging of Paintings
SEP 16-28 (Thur-Sat)	Workshop with Joan Fullerton (9:30AM-4:00PM Thur and Fri; 9:30-3:30PM Sat at HHM)
SEP 19 (Sun)	Award Ceremony and Opening Reception – (1:00PM-3:00PM at HHM)
Nov 5 (Fri)	Exhibition Closes
Nov 6 (Sat)	Hand Carried Paintings to be picked up (10:00AM – 1:00PM) Shipped Paintings packaged
Nov 16 (Tues)	Shipping begins

ONLINE ENTRY is now required for WSA Alabama Members Showcase. 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 Awards Judge will make the awards selection from the actual paintings displayed in the exhibition. Monetary awards for top three awards; three merit awards and seven certificates of recognition will be granted.

Only one award per selected artist will be granted. All artists exhibiting in the show will receive one-half point toward Signature membership or advanced levels of membership.

SALES: Paintings may be priced for sale or not for sale (NFS). Changes in painting name, price or NFS status are not permitted following acceptance. Watercolor Society of Alabama will take a 10% commission on sales of paintings.

ARTIST ELIGIBILITY:

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

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.watercolorsofAlabama.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 watercolorsofAlabama.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. Mail to Heike Covell, Membership Chair, 11012 Willingham Drive, Huntsville AL 35803-2073.

Former Members: If you have not yet renewed your dues for 2021, your membership expired on Jan 1, 2021. If you are not listed in the website directory by your last name located below the Membership tab in the drop-down menu on the WSA website, you are not currently a member, and you need to pay your dues for 2021 either by check or by PayPal. Please make checks in the amount of \$40, payable to WSA. Mail to Heike Covell, Membership Chair, 11012 Willingham Drive, Huntsville AL 35803-2073. You may also pay by PayPal. When completing the online Entry Form click "I am a new member." You will then be added back to the database as a member.

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 the Website at www.watercolorsofAlabama.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 watercolorsofAlabama.org
- Entries must be original, **Painted after January 1, 2019**, and **NOT PREVIOUSLY JURIED INTO ANY WSA EXHIBITION**.

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.watercolorsofAlabama.org
- Watercolor, acrylic, casein, gouache, egg tempera, metallic 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:

- 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.
- 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 images. Keep in mind that these images are what the Juror views for acceptance into the exhibition.

IMAGES: Artists must submit digital JPEG files through the electronic entry form on the WSA website when filling out the 2021 Exhibition Entry Form online. One or two images may be submitted. Images must be in JPEG 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.

- Color **must** be accurate for web and catalogue publication.
- Images **must** be 300 dpi and saved in JPEG format not to exceed 3MB.
- Images **must** be cropped to exclude frames, mats & background and must be correctly oriented (vertical or horizontal).
- Each image **must** have the artist's last name, an entry number (A or B) and title to coincide with Entry Form: (e.g. JonesARock.jpg, JonesBScissors.jpg, etc., no spaces)
- Save the image(s) on your computer.
- Changes/substitutions to entries will not be accepted after **Aug 14, 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 watercolorsofcal.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.watercolorsofcal.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. Members who do not have computer capability may contact Jaceena Shepard who will help them enter by another method.

NON-REFUNDABLE ENTRY FEE:

An entry fee of \$40 is required for up to 2 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 Sep 7-10, 2021 for receipt at HHM-Shipped work; Sep 11, 2021 – Hand carried work.**

- 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 Sep 10, 2021.**

LIABILITY:

WSA and the Heritage Hall Museum 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 online agreement as it appears below on the 2021 AMS 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 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 to WSA.
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 ENTRY FORM

IF YOU HAVE QUESTIONS ABOUT THE PROSPECTUS REQUIREMENTS, PLEASE CONTACT JACEENA SHEPARD at: jaeshep@aol.com.

To enter the Exhibition, go to www.watercolorsofAlabama.org and click on [Enter Online](#).