

**WATERCOLOR SOCIETY OF ALABAMA**  
**81<sup>st</sup> Annual National Exhibition**  
**April 3-June 3, 2022**

**JEMISON-CARNEGIE HERITAGE HALL MUSEUM (HHM)**  
**200 South Street East**  
**Talladega, Alabama 35161**  
256-761-1364; hhmuse@bellsouth.net

**SELECTION JUROR:** STEVE GRIGGS, Steve's earliest influences and inspirations came from the Great Lakes region where he grew up. Although Steve has resided in Colorado for many years, his paintings often reflect his love of the Great Lakes, fostered by frequent trips to his hometown near Detroit, Northern Michigan, and Wisconsin. Steve also paints landscapes and cityscapes. Steve frequently displays and sells work in local, state, regional, and national exhibitions, and galleries. He offers workshops and demonstrations as well as individual and small group painting lessons to help other artists understand and learn his unique style. Steve's students range from the very inexperienced artist to the professional painter.

**AWARDS JUDGE:** BETTY CARR, Betty 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

**WORKSHOP:**

**2022 National EXHIBITION CALENDAR:**

Jan 24	<b>Entry DEADLINE (online entry required)</b>
Feb 5	Juror Selection Begins
Feb 21	Artists Accepted List/Acceptance Letter with Shipping Instructions posted on Web
Mar 15-18	Shipped Work Due at Heritage Hall Museum
Mar 19	Hand Carried Work Due/hanging (10:00AM - 1:00PM)
Mar 31-Apr 2	Workshop with Betty Carr (9:00AM - 4:00PM)
Apr 3	WSA Opening Reception and Awards Ceremony (1:00PM - 3:00PM))
Jun 3	Exhibition Closes
Jun 4	Hand Carried Paintings to be picked up (10:00AM - 1:00PM)
Jun 6-7	Paintings packaged, and shipping begins

**ONLINE ENTRY** is now required for WSA Annual National 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](http://www.watercolorsofAlabama.org)

**AWARDS:** The Juror of Awards will make selections from the actual paintings displayed in the exhibition. Approximately \$9000 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. HHM **will take a 10% commission** on sales of paintings.

**ARTIST ELIGIBILITY:**

WSA 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:**

The WSA 2022 Fiscal Year began October 1, 2021. All entrants must be **current** 2022 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.watercolorsofala.org](http://www.watercolorsofala.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 [watercolorsofala.org](http://watercolorsofala.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 2022, unless you are a “Lifetime Member”, your 2021 membership expires on 1 January 2022. 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.watercolorsofala.org](http://www.watercolorsofala.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 [watercolorsofala.org](http://watercolorsofala.org)
- Entries must be original, **painted after January 1, 2020,** 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.watercolorsofala.org](http://www.watercolorsofala.org)
- Watercolor, acrylic, casein, gouache, egg tempera, metallic, watercolor ink (water-soluble), 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),
- Oil paint of any kind.
- 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 2022 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 2022 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](http://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](http://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 which coincides with your Entry Title**. E.g., if your Entry Title A is "Rock" you will title your first image "Last NameARock"....., etc. for B.
- Save the image(s) on your computer where you can find them to upload.
- Changes/substitutions to entries will not be accepted after **January 24, 2022**.

**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](http://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](http://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](mailto:jaeshep@aol.com) or 810 9240. 256

**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 MARCH 19, 2022 for receipt at HERITAGE HALL MUSEUM****

- 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 @ 1935 Meadowbrook Dr, Apt 1615. **Check must arrive NLT March 19, 2022.**

**LIABILITY:**

WSA and the ESAC 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 **2022 National 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 2022 signature status points will be rescinded, and I will not be allowed to enter WSA exhibitions for up to two years.

**I AGREE TO THESE TERMS:**

Signature \_\_\_\_\_

**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](mailto:jaeshep@aol.com)

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