

WATERCOLOR SOCIETY OF ALABAMA

76th Annual National Exhibition

April 7 – May 19, 2017

Jemison-Carnegie Heritage Hall

200 South Street, East

Talladega, AL 35160

256-761-1364

hhmuse@bellsouth.net

JUROR OF SELECTION The 76th Exhibition Selection Juror is **KEIKO TANABE**. Keiko Tanabe is an award winning artist and signature member of the National Watercolor Society. Often working en plein air, her atmospheric watercolors perfectly capture a sense of time and place. Through her use of color, textures, and signature brushwork, Keiko's landscapes and cityscapes beautifully convey both the exotic and the simple scenes of the many places she travels. Keiko works to capture light and atmosphere in her paintings, through simplification. She believes that the process of simplification begins with visualization. In representational art, the ability to see the end result of a painting, through the mind's eye, is instrumental in realizing our own artistic vision. Through various exercises and step-by-step demonstrations, Keiko shows how one can take the initial inspiration, through the simplification process, to an expressive painting that is strong in composition and content. www.ktanabefineart.com

AWARDS JUDGE The 76th Exhibition Awards Judge is **MING FRANZ**. She was born in southern Taiwan and grew up on a sugar plantation where her father worked as a steam engine engineer. When she was eight, she started painting with her neighbor, Mr. Tsai, an art teacher. She later studied with masters of traditional Chinese painting. She continued her art studies at community colleges where she resided in the US. In the 90's she studied traditional "Splash Ink" with Master Paul Pei Ren Hau.

WORKSHOP Ming Franz specializes in splash color painting, which combines primary watercolors with Chinese ink and brush. In recent years she has experimented with splashing acrylic on watercolor paper and panel. After years experimenting with Splashing, she began to better understand abstract painting. Ming enjoys creating abstract paintings now and has decided to continue exploring this exciting way of expressing herself. She was the Grand Prize Winner of International Artist magazine's challenge Abstract /Experimental Art and the author of "Splash Ink with Watercolor." (Members - \$350; Non-Members \$380.) For workshop information contact: Jaceena Shepard: jaeshep@aol.com or 256 810 9240.

76th NATIONAL CALENDAR:

Jan 18	Entry Deadline
Jan 26	Juror Selection Begins
Feb 13	Notification of Acceptance Posted on Web/Instructions
Mar 13-17	Shipped Work Due at Heritage Hall
Mar 18	Hand Carried Work Due
Mar 18	Member's Meeting
Apr 6,7,8	Workshop By Ming Franz
Apr 6	Demo by Ming Franz
Apr 9	Awards Ceremony/Opening Reception
May 19	Show Ends
May 20	Hand Carried Pick Up
May 22	Paintings Packaged for Shipment

2017ENTRY CHECKLIST

- E-mail images or CD mailed images properly marked
 - Complete and send ENTRY FORM.
 - Send entry fee check payable to WSA to Jaceena Shepard – see "ALL ENTRIES."
 - Send membership fee check payable to WSA to Heike Covell – see "DUES."
 - Double-check your Entry Form to make sure information matches that on CD.
- All label entry letters (A, B, C) and information must correspond to information on CD/Email.

AWARDS

The Juror of Awards will make the awards selection from the actual paintings displayed in the exhibition. Approximately \$8000 monetary awards and merchandise awards will be granted. Only one award per selected artist will be granted.

All artists accepted into the show will receive one point toward Signature membership or advanced levels of membership.

SALES

Paintings may be priced for sale or not for sale (NFS). Changes in price or NFS status is not permitted following acceptance. Heritage Hall Museum will receive a 10% commission on sales of paintings exhibited. Keep this in mind when pricing your work.

PROSPECTUS & MEMBERSHIP

Copies of the prospectus and membership application may be obtained by printing it from the WSA web site www.watercolorsofAlabama.org/exhibitions and <http://www.watercolorsofAlabama.org/membership/join-wsa> for membership application and by viewing it on www.facebook.com/WatercolorSocietyofAlabama.

MEMBERSHIP BENEFITS

*Receipt of Newsletters and Annual Exhibition Catalog

*Discount on Workshop Fee

*Option to be in Members Gallery of Website

*Earn points toward Signature Membership. For info about Signature Member status, visit the web site at www.watercolorsofAlabama.org. (Dues must be paid annually to retain attained status.)

ELIGIBILITY

This exhibition is limited to members of the Watercolor Society of Alabama whose dues are current and who reside within the United States.

SPECIFICATIONS (NEW REQUIREMENTS – READ CAREFULLY)

Eligible paintings are limited to water-soluble media applied in an aqueous, watercolor manner. Entries must be original, painted after **January 1, 2015, and NOT PREVIOUSLY JURIED INTO ANY WSA EXHIBITION.**

ALLOWED: (new info)

- Only original composition and art work by the artist is accepted.
- Watercolor, acrylic, casein, gouache, egg tempera, metallic, ink, watercolor pencil and watercolor crayon. Watercolor paper, **watercolor canvas (without added medium) and clay board (example, Aqua board),** watercolor or illustration 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 palette knife, applied textured papers).
- Raised paint.
- 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 artists work.
- Varnished or waxed paintings.
- Canvas Supports, **other than watercolor canvas stated in the "Allowed" criteria above.**

PRESENTATION OF FRAMED ART ALLOWED

- All exhibited art work must be framed.
- 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 (w/o ornate 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 must support the weight of the painting.
- Mats (inner and outer) if used, must be white or off-white.
- Wood Liners, if used, must be wood tone, white, gold, or silver.

NOT ALLOWED

- Glass
- Non-glare glazing
- Frayed wire ends
- Saw-tooth hangers
- Colored mats/liners

- Mats painted onto the original artwork
- Smudged, dirty mats
- Painted colored frames

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.

DUES

Members who have not yet paid their WSA Dues for 2017: Send checks in the amount of \$30, payable to WSA, to Heike Covell, Membership Chair, 11012 Willingham Drive, Huntsville, AL 35803-2073.

New Members: Send check for \$30, payable to WSA, to Heike Covell, Membership Chair, 11012 Willingham Drive, Huntsville, AL 35803-2073.

DIGITAL ENTRY PROCEDURES

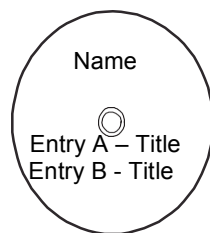
- * Color must be accurate for web publication.
- * Images must be 300 dpi and saved in either JPEG or TIFF format not to exceed 3MB.
- * Images must be cropped to exclude frames, mats & background.
- * Each image must have the artist’s last name, an entry number (A, B, C) and title to coincide with Entry Form; (e.g. JonesARock.jpg, JonesBScissors.jpg, etc.)
- * Mailed entries requiring signature will be returned.
- * Entries may be either by E-mail or CD, but NOT BOTH.
- Artists with email will be notified of paintings selected and they will receive shipping/delivery instructions by e-mail and on the WSA website.
- Only artists without e-mail should enclose a #10 Self-Addressed Stamped Envelope (SASE) for Notification status. No envelope....no notification!
- * E-mail or CD entries WILL NOT be processed until the Entry Fee, SASE, and Entry Form is received by WSA but NLT Jan 18, 2017. (See “ALL ENTRIES” for address.)
- * Changes/substitutions to entries will not be accepted after Jan 18, 2017.

E-MAIL ENTRIES

- * Submit entries, properly identified and formatted according to the digital image REQUIREMENTS above, as an attachment to an Email.
- * Include in the body of email message your name, address, phone, e-mail address, plus title of image(s), price or NFS, and HxW, in correct order to match the Entry Form, and send to: WSAalabamaentries@aol.com. Receipt of your Email/images will be acknowledged.
- * Send completed entry form, check (payable to WSA) for entry fee for number of images submitted, and #10 SASE (see. (See “ALL ENTRIES” for address.)

CD ENTRIES

- * Submit entries, properly identified and formatted according to above digital image requirements, on a CD (No DVDs).
- * Use a marker to identify each image. (See example at right.)
- * Send CD with completed entry form, check (payable to WSA) for number of images submitted, and SASE. (See “ ALL ENTRIES” for address.)



FEE

- * 1 or 2 images = \$30, 3 images = \$35. Send Entry Fee checks, made payable to WSA. (See “ALL ENTRIES” for address.)

ALL ENTRIES - DEADLINE FOR RECEIPT: Jan 18, 2017

- Artwork will be reviewed by the WSA Screening Committee to assure adherence to the Prospectus.
- WSA reserves the right to refuse any painting that does not match the submitted entry, the media criteria or framing criteria. (See WSA website for FAQ, listed under Resources, for examples.)
- Works that do not pass either selection screening or final exhibition 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.
- No painting may be substituted and none may be removed before the end of the show.
- Send completed Entry Form, check for entry fee, #10 SASE (if reqd), and CD by First Class Mail Only to: **Jaceena Shepard, 1571 County Rd. 414, Town Creek, AL 35672.**

DELIVERY AND RETURN SHIPMENT

All artists whose work is selected for exhibition will receive instructions for shipping and delivery in the Acceptance Notice by email and on the WSA website. Members without email will receive notice by snail mail if a SASE has been provided with their entry. A \$25 HANDLING FEE will be charged for all shipped paintings. Make check to WSA in the amount of \$25 and mail to Jaceena Shepard @ 1571 County Rd 414, Town Creek, AL 35672. Check must arrive NLT March 13, 2017.



Return Address: Watercolor Society of Alabama
1571 Country Rd 414
Town Creek, AL. 35672

Jaceena F. Shepard
WSA Exhibition Co-Chairman
Phone: 256 810-9240
E-mail: jaeshep@aol.com

ENTRY DEADLINE RECEIPT: January 18, 2017 Please print your personal and painting information below exactly as you would like it to be listed in the Exhibition and in the WSA Catalogue.

.....
..... **2017 WSA ENTRY FORM**

Artist Name _____

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

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.....
#A TITLE _____

Image Size (HxW) _____ Framed Size (HxW) _____

Price if For Sale: \$ _____ Value if Not For Sale: \$ _____ Mo/Year Painted _____

.....
.....
#B TITLE _____

Image Size (HxW) _____ Framed Size (HxW) _____

Price if For Sale: \$ _____ Value if Not For Sale: \$ _____ Mo/Year Painted _____

.....
.....
#C TITLE _____

Image Size (HxW) _____ Framed Size (HxW) _____

Price if For Sale: \$ _____ Value if Not For Sale: \$ _____ Mo/Year Painted _____

.....
AGREEMENT: Submission of this image of the painting, 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 to WSA/Venue.
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 letters will be rescinded, and I will not be allowed to enter WSA exhibitions for two years.

Artist Signature Date

IF YOU HAVE QUESTIONS ABOUT THE PROSPECTUS REQUIREMENTS, PLEASE CONTACT:
JACEENA SHEPARD AT: jaeshep@aol.com or SHIRLEY TUCKER AT: sttuck41@att.net