

WATERCOLOR SOCIETY OF ALABAMA
ALABAMA MEMBERS SHOWCASE
BURLESON CENTER
(HARTSELLE FINE ART CENTER – HFAC))
307 COLLEGE AVE
HARTSELLE, ALABAMA 35640
September 10 through October 13, 2017
hartsellefineartscenter.org
256 773 4046

JUROR OF SELECTION: Janet Rogers, AWS, FWS, SCWS, originally from Philadelphia, PA, lives in Ormond Beach, FL with watercolorist Steve Rogers. Janet has won numerous awards from exhibiting her watercolors including Disney's Festival of the Masters, Under the Oaks, and the Florida Watercolor Society, of which she is a Signature Member, and also a Member with Excellence of the South Carolina Watercolor paintings. She has gained much popularity as an instructor for many watercolor workshops in the United States and Europe. Watercolor demonstrations are part of her busy schedule, including Epcot International Flower and Garden Festival and workshops throughout the United States. Janet's work is in Maine and Florida, and can also be found in the book "The One Hour Watercolorist" by Patrick Seslar, and published by North Light, as well as her three new DVDs. Janet may be contacted for workshops or jurying information at 2049 John Anderson Dr. Ormond Beach, FL 32176; 386 441 4930 or 386 451 8441; janet@watercolorsbyrogers.com;

AWARDS JUDGE: The signature of a Francese watercolor is his use of big shapes, color, color, and more color! No matter where a Francese watercolor is displayed, it will radiate a flash of color that literally jumps off the wall, immediately capturing the eye of the casual observer and art critic alike. Francese brings a new style to the time tested combination of color and interesting shapes. His style employs the use of large brushes and a wet-on-wet method where in much of the color mixing is accomplished on the paper. Frank's technique often produces brilliant, at other times subtle, and always unique shades of color. The only limits are the artist's imagination and willingness to experiment with every combination of color on his palette. Color provides the stage for the artist's performance; shapes provide the characters. Detail is only used after the color and big shapes, positive and negative, are in place. Francese states "One must not over do the detail in any painting. It should be using it sparingly and with great thought. I have seen many paintings where the artist used too much detail, thinking that is the key to a great painting." The goal of a Francese workshop is to teach artists of all skill levels to combine color, shape and then detail into a unique work of art.

WORKSHOP: Francese teaches workshops all across the country. Fast and loose with Frank Francese is exciting instruction that focuses on painting nature, figures, automobiles and city scenes. Frank helps the artist to have fun by "taking a chance and taking charge" in the process of painting with watercolor. In Exciting Color in Everyday Painting, Frank Francese shows us how lots of bold colors and a big brush can be used to fill up a full sheet of watercolor paper. Painting from a detailed value sketch, Frank starts each exercise with wide, flat brushes to lay in his favorite landscape or cityscape shapes and then applies his favorite colors fast and loose, letting the paint mix on the paper. Learn his technique of letting the paint mix on the paper leading to fast and loose painting. Each day includes two demonstrations, the morning demonstration at 9:30 am and a second afternoon demonstration at 12:30 pm. The demonstration will be 40-60 minutes in length, leaving the student with ample time to work on their painting using the subject matter of that day's demonstration. For information contact: Jaceena Shepard at jaeshep@aol.com

CALENDAR:

Jul 8	CD/E-Mail Entries Received by WSA (DEADLINE)
July 18	Juror Selection Begins
Aug 3	Acceptance Notification on Website; Shipped/Deliver Instructions Sent
Aug 23 – 25	Shipped Work Due at Burleson Hartselle Fine Arts Center
Aug 26 (Sat)	Hand Carried Work Due (10:00AM-2:00PM) - Burleson HFAC
Aug 26 (Sat)	Annual Member's Meeting – 2:00 – 3:00 PM – Burleson HFAC
Sep 7-9 (Thur-Sat)	Workshop with Frank Francese – Burleson HFAC (9:30 AM – 4:00 PM)
Sep 10 (Sun)	Award Ceremony and Opening Reception – (1:00 PM-4:00PM) – Burleson HFAC
Oct 13 (Fri)	Exhibition Closes
Oct 14 (Sat)	Paintings to be picked up (10:00 AM – 2:00 PM) (The hanging committee must check out hand carried paintings.)
Oct 16	Paintings packaged for shipping

NOTE: After the reception, the Burleson HFAC is open Monday – Thursday 10:00 AM – 2:00 PM or by appointment. For an appointment call Shirley Tucker at 256 773 8353 or 256 227-0027

2017 ENTRY CHECKLIST:

- ___ E-mail images or mail properly marked CD.
 - ___ Complete and send ENTRY FORM.
 - ___ Send check payable to WSA for entry fee to Jaceena Shepard – see “ALL ENTRIES.”
 - ___ Send check for membership 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) 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. 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 price or NFS status is not permitted** following acceptance. Burleson HFAC will charge the artist **10% commission** for all the sales during the Exhibition.

PROSPECTUS & MEMBERSHIP:

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

MEMBERSHIP BENEFITS:

- *Receipt of Newsletters
- *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.watercolorsocietyofal.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 state of Alabama.

SPECIFICATIONS (NEW REQUIREMENTS – READ CAREFULLY):

Eligible paintings are limited to water-soluble media used in an aqueous, watercolor manner. Entries must be original, executed within the past two years (painted after January 1, 2015), and **NOT PREVIOUSLY JURIED INTO ANY WSA EXHIBITION.**

ALLOWED: (NEW INFO)

- Only original composition and artwork by the artist is accepted.
- 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:

- Texture mediums, textured applications (e.g., gesso, acrylic applied with pallet knife, applied textured papers).
- Raised paint.
- Diptychs or triptychs unless in a common frame.
- Pastels.
- Class or workshop paintings, paintings done under supervision, 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 another’s photo.
- Varnished or waxed paintings.
- Canvas Supports other than watercolor canvas stated in the “Allowed” criteria above.

PRESENTATION OF 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/smooth 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 Burlison HFAC 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 with the longest side NTE 1800 pixels and saved in JPEG format not to exceed 3MB.
- Images must be cropped to exclude frames, mats & background.
- Each image on the CD must have the artist's last name, an entry number (A, B,) and painting title to coincide with the Entry Form. (e.g. JonesARock.jpg, JonesBScissors.jpg, etc.)
- Postal received 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 #10 Self-Addressed Stamped Envelop (SASE) for Notification status. No envelop....no notification!
- E-mail or CD entries WILL NOT be processed until the Entry Fee, SASE, and Entry Form are received by the Entry Chair NLT JUL 8, 2017.
- Changes/substitutions to any part of the entry information (including price/NFS) will not be accepted after Jul 8, 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 all of the Entry Form information, in correct order to match the Entry Form, and send to: wsalabamaentries@aol.com.
- Receipt of your Email entry will be acknowledged by auto return receipt message. Check your spam mail if it is not received.
- Send completed entry form, check (payable to WSA) for entry fee for number of images submitted, and #10 SASE if you do not have email (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, \$30 entry fee check (payable to WSA) and a SASE. (See "ALL ENTRIES" for address.)

FEE:

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

ALL ENTRIES - DEADLINE FOR RECEIPT: JULY 8, 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 of accepted framing).
- 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 will be denied entry to future exhibitions for two years. 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, 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. 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 AUGUST 25, 2017 (SHIPPED PAINTINGS DUE AT Burlison HFAC).



Watercolor Society of Alabama
1571 County Rd. 414
Town Creek, AL 35672

Jaceena Shepard
AMS Chair
Phone: 256 810 9240
E-mail: jaeshep@aol.com

ENTRY DEADLINE RECEIPT: JULY 8, 2017 (Please enter the information below exactly as you prefer it to appear during the Exhibition.)

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2017 WSA AMS ENTRY FORM

Artist Name _____
Address _____
City _____
State/Zip _____
Phone _____
Email _____

#A

TITLE _____
I/Size (HxW) _____ F/Size (HxW) _____
Price if for sale _____ Value if NFS _____
Date painted (mo./yr.) _____

#B

TITLE _____
I/Size (HxW) _____ F/Size (HxW) _____
Price if for sale _____ Value if NFS _____
Date painted (mo./yr.) _____

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 or entry information changed to include Painting Title, Price/NFS, or sizes (make sure of your info before you sign.)
3. The Burleson HFAC will charge the artist 10% commission for any painting sold during the Exhibition period.
4. Permission to reproduce the painting for educational or publicity purposes is granted.
5. I realize if my work is selected and I withdraw **or cannot meet the delivery deadline regardless of any reason**, 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. 2017 Awards or points toward signature status will be rescinded, and I will not be allowed to enter WSA exhibitions for two years. **Please regard this when you schedule your painting for competition.**

Artist Signature Date

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