



Florida Watercolor Society 53rd Annual Exhibition

WHAT TO KNOW BEFORE YOU ENTER

updated 4/9/2024

Florida Watercolor Society is pleased to announce the 52nd Annual Exhibition to be held at the beautiful gallery at Creative Pinellas in Largo, FL.

The 2024 FWS Convention & Trade Show will be held at the Hilton St. Petersburg BAYFRONT Hotel from September 19-21. Convention registration, workshop, and hotel information is on the FWS website and will come by email. Please add info@floridawatercolorsociety.org to your contacts so that you will receive information.

AWARDS

Monetary & merchandise awards totaling over \$20,000 (subject to change.) including two optional purchase awards.

Presentation of Awards is scheduled for Saturday, September 21st at the Gala Awards Dinner.

LOCATION:

Creative Pinellas

12211 Walsingham Road

Largo, FL 33778

**Hours: Wednesday - Sunday
10am-5pm; Closed Monday & Tuesday**

FORCE MAJEURE

FWS selects locations and contracts with venues for the Annual Exhibition, Convention & Trade Show Hotel, Workshops, and related festivities four years in advance. We reserve the right to activate a Force Majeure to change dates, venues, switch to virtual (online) events, cancel, or otherwise alter this schedule for reasons, including but not limited to hurricanes, tropical storms, local or global pandemics, war, civil unrest, etc. with or without advance notice. If FWS cancels the event(s), refunds will be offered for paid registered events.

ELIGIBILITY

Qualifying Associate/Participating, Life, and Sponsor (Diamond or Platinum) Members of Florida Watercolor Society in good standing whose 2024 dues are current by midnight March 31, 2024 may submit one or two digital images of original paintings for judging. Basic members are not eligible to enter this Exhibition.

ENTRY WINDOW & DUES DEADLINE

Entries accepted Wednesday, April. 10th - Saturday, May 4th, 2024, 11:59 pm via CaFÉ website (see page 3). Membership (\$50) must be paid on the FWS website by April 9, 2024 to be eligible for entry. Residency restrictions apply.

FEES

The **non-refundable** entry fee is \$35 for one (1) entry and \$40 for two (2) entries, paid through CaFÉ with MasterCard or Visa. Accepted work will require shipping or hand delivery to Creative Pinellas in Largo, FL. A handling fee will be required by cash or check: \$10 hand-delivery, \$30 for *AirFloat* or *MasterPak* boxes, or \$45 for other shipping boxes.

JUROR AND AWARDS JUDGE



Stephen Quiller will be both Juror of Selection and Awards Judge for the 2024 Annual Exhibition. He is a signature member of American Watercolor Society, National Watercolor Society, Rocky Mountain National Water Media, and the Society for Painters in Acrylic and Casein.



SALES

Paintings must be priced or marked NFS (Not for Sale). (On CaFÉ enter \$0.00 in price or value if NFS.) Price entered during entry will not be changed. Creative Pinellas will retain a 25% handling fee for the sale of any exhibited artwork.

LIABILITY AGREEMENT

While due care will be exercised in handling of artworks, Creative Pinellas, FWS, its directors, or members will not be responsible for any loss or damage to artwork during take-in, exhibition, or shipment, regardless of cause. Insurance is the responsibility of the individual artist.

IMPORTANT DATES

Membership Deadline (new and renewals)	April 7
Entries Accepted	April 10 - May 4
Convention Registration Opens	June 1
Notification of Acceptance	May 22
Shipped Artwork Due to Creative Pinellas	July 24
Hand Delivery of Artwork to Creative Pinellas	July 29
53rd Annual Exhibition	August 8 - October 13
53rd Annual Exhibition Reception	September 20
Gala Awards Dinner	September 21
Pick-up of Artwork	October 14

ARTWORK SPECIFICATIONS

SIZE

Minimum artwork size: 80 square inches (8" x 10", 9" x 9", etc.) not including any mat or frame.

Maximum artwork size: Longest side of frame or panel must not exceed 60" (outside dimension). Artwork should be sized to accommodate this limitation.

(Please note: Maximum changes every year depending on what the venue can accommodate.)

CREATION DATE

All entries must have been created after **January 1, 2021**, and not previously shown in any FWS Online or Annual Exhibition.

This is not a typo; FWS has changed to a three-year period.

Artists are also not allowed to replicate a painting of their own that has sold or is too old to enter without substantial modification.

ORIGINALITY

Paintings submitted must be the artist's own idea, composition and design, painted by hand, not copied from another artist's or photographer's work, in whole or in part, with or without permission, nor done in a live or online class or workshop, with input from an instructor.

Any and all photo reference must have been taken by the submitting artist.

FWS **DOES NOT** allow use of the following photo references, in whole or in part:

- purchased images/stock photos
- photos taken by others, even with permission
- photos found on the internet
- any published or copyrighted source, including magazines, books, or other published materials that become the featured subject(s) in the artwork
- vintage/heirloom family photos

MATERIALS AND EXECUTION

Eligible artwork is limited to water-soluble water media (no water-soluble oil products or pastels). Paintings may be created on all surfaces specifically for watermedia (excluding canvas of any type) and framed under Plexiglas (acrylic) OR sealed with varnish to include paintings mounted to or painted on a cradled board.

Collage is acceptable only if it is from paper painted by the artist in water media, in an aqueous manner. No newspaper, metallic papers or foils, colored tissue, strings, vegetation, or other added or organic materials embedded into the paper will be accepted.

Photographs, printed words, reproductions, digital images, or work created digitally or with AI will not be permitted.

Printing or stamping using eligible watermedia within the composition is allowed if the entire entry is not a single print (i.e.- gelli print). There must be painting with a brush by hand included in the entry.

Diptychs or triptychs are not permitted, even in a single frame.

(See Page 5 for a more comprehensive list.)

TERMS AND CONDITIONS

All entries and artists will be vetted for eligibility before going to the judge. Artists found to have clearly submitted work created before January 1, 2021, but change the creation date on their entry will have all of their entries disqualified, removed, and will forfeit all fees paid. Ineligible materials will result in disqualification and forfeit of fees paid. Violation of eligibility rules can result in a letter of reprimand and possible suspension from FWS Exhibitions for a determined period of time. The decision of the Compliance Committee and Board is final. The Reprimand Chart is available on the FWS website.

Acceptance to the Exhibition grants FWS permission to use artwork, title, name, and hometown for advertising this or other FWS shows, online, in print or video content for publicity or educational purposes.

Artwork accepted into this show is not eligible for submission into future FWS Shows.

INSTRUCTIONS FOR ENTRY

PREPARING YOUR IMAGES

Entries will be accepted through callforentry.org



Prepare digital images of your artwork according to the CaFÉ specifications in order to upload successfully into the system:

Dimensions: The longest side of your image must measure at least 1800 pixels. (1920 pixels is better.) If it is too large, you can resize. If it is too small, you will be required to use a different image or reshoot/rescan the artwork. Problems with images being too small are often a result of an email program. Resend at "ACTUAL SIZE."

Compression: JPEG file size must be less than 5.0 MB. To see the file size, close your editing program, highlight the file and Get Info or View Properties.

File Format: Save all images as Baseline ("Standard") JPEG or JPG. Do not save as Baseline Optimized or as Progressive. If given a choice, the best color profile for submission is RGB, preferably sRGB.

DO NOT WATERMARK OR PUT TEXT OF ANY KIND OVER YOUR IMAGES.

ENTERING THE SHOW

Once you have images meeting criteria above, sign in (or sign up) at CaFÉ and upload the paintings you would like to enter to [MY PORTFOLIO](#). Fill out all the information CaFÉ requests, including the IMAGE size; selected artists will be asked for the framed size at a later date. Keep in mind that framed size must not exceed 60" in either direction.

Once you have the desired artwork in your CaFÉ portfolio, click [APPLY TO CALLS](#).



Call Listings

Search by call name, organization, city, or short description

Under Call Listings, type **FWS**.

Click the green magnifying glass button. Look for **FWS 53rd Annual Exhibition**. You may have to scroll down.

Click **Apply to This Call**.

NO PASSCODE IS REQUIRED THIS YEAR.

Select the desired image(s) from your Portfolio. Do not click **SAVE** until your images are selected. Provide a brief *Artist's Statement* **about the artwork you are submitting**. (THIS IS NOT A "BIO.") When you have completed your application, **scroll down and save it!** (The **SAVE** button is at the bottom and may be out of sight.)

WARNING: You may only go through the entry process ONCE! When entering two pieces, you can save your in-process application, but **DO NOT** finalize your entry and check-out until you have both pieces of artwork listed in the entry! If you search again after submission is complete, it will say Not Found. If you started the process and did not finalize or check out, your saved application will be in your account under [My CaFÉ Entries](#).

You will pay through the CaFÉ website with a MasterCard or Visa, or via PayPal (you do not need a PayPal account). **If you enter and are determined to be ineligible, you will forfeit your entry fees.**

PRESENTATION OF ACCEPTED WORK

FWS allows framed work with acrylic glazing **OR** varnished work painted on or mounted on a commercially-produced cradled board.

For framed work under glazing (Plexiglas/acrylic):

1. Wood or metal with no chips or scratches and intact (not gaping) corners.
2. Moulding no more than three inches in width.
3. Wood should be in natural shades such as oak, walnut, etc., not whitewashed or dyed. Wood or metal frames in black, white, gold, or silver **ARE ACCEPTABLE**. It is okay if the front is the wood color and the edges are black or a different wood color.
4. Frames should be simple in design (no ornate frames or painted effects).
5. Framed size must not exceed 60" on the outside dimension of the longest side.
6. Unvarnished and/or matted work must be framed under acrylic (Plexiglas). Glass is not accepted.

For work with mats:

1. Mats may be single or double; no more than two mats are permitted. One 1/4" colored liner is acceptable. No French matting paper, color-core, or multicolored mats will be accepted. **White bevels only. Reused mat board that appears golden or brown at the bevel will not be accepted. If you're reusing framing materials and the mat is discolored from age, marred, scratched, overcut, stained, moldy, or has debris or finger prints, it will not be accepted.**
2. Top mat must be white only all the way through**. If "white" is in the name of the mat board, it's acceptable.
3. Work floated on a white or colored mat with a white top mat is acceptable. Floated work without a top mat must be floated on white only.
4. Colored liner or colored mat around floated work may not exceed one-quarter inch (1/4"). We understand the deckle is not straight and may be wider on some edges than others. If the deckle shows on floated work, try to keep the mat board that shows to one-quarter inch around the widest part of the deckle.
5. "V"-grooves are acceptable in the white top mat.

For varnished work including on Aquabond, Claybord, or other approved substrates:

1. Flat, varnished 1/8" panels must be in a sturdy frame with no linen liners. Floater frames conforming to guidelines accepted.
2. Cradled work must be between 1.5" - 2" deep and securely wired for hanging. Cradle edges may be natural, black, or white. The cradle may be stained in a natural wood color, but may not be painted in any color other than black or white.
3. Paintings done directly on the cradled board or on approved substrates that are mounted on the cradled board are acceptable.
4. **Any artwork without glazing must be varnished!** Please note: by submitting unglazed, varnished work, you accept that your work is more vulnerable to damage such as chipping, scratching, etc., for which FWS and/or Creative Pinellas are not responsible, no matter the cause.
5. Frames must be securely wired for hanging in the correct orientation. Plastic-coated wire is preferred, secured to D-spring hangers screwed into the frame or cradle, or attached to proper metal frame hangers. No sawtooth hangers will be accepted. No screw eyes. Braided wire that is not coated must be taped at the wrap.

PLEASE NOTE: FWS will not re-frame, re-mat, or repair artwork! Work arriving damaged, in poor condition, or poorly or improperly presented will not be accepted. "Poor condition" includes, but is not limited to: scratched frames or Plexi, damaged artwork, poorly or overcut mats, mats with blemishes, debris between the mat and glazing, old mats with discolored bevels, mildew/mold stains, poorly joined frame corners, wire that is not secure, artwork dislodged from the mat, etc. Artists whose artwork has such issues will be notified and asked to make it right by the take-in deadline, otherwise, it will be disqualified. FWS will have a local framer on-call for emergency repairs. Should you choose to have your work repaired, you will be responsible for the costs and will pay the framer directly. All incoming work will be examined for eligibility by the FWS Compliance Committee whose decisions are final. Artists who cannot be reached for a decision will be deemed non-compliant and will be withdrawn from the Exhibition. If it is determined by the Compliance Committee that the issue was probably caused during shipping and you choose not to go through the expense of having it corrected, there will be no reprimand but your work will not be hung.

ACCEPTED MATERIALS LIST & COMPLIANCE

UPDATED MARCH 2024

Eligible Media

Pencil lines (only to draw out painting)
Watercolor - transparent to opaque
Gouache
Acrylic
Watercolor Pencil or Watercolor Crayon
Watercolor Inks, Acrylic inks, or Alcohol inks
Gesso
Wax resist for batik (wax removed)

Eligible Substrates

Watercolor paper, any brand
Watercolor board; illustration board
Aquabord, Claybord & other panels (flat or cradled)
Panels coated with watercolor ground or gesso
Unframed cradled boards, painted directly mounted onto, 1.5"-2"
Framed flat 1/8" or cradled 3/4"-7/8" Aquabord, Claybord, etc.
White tissue paper (for collage only)
White rice paper or masa paper
White handmade paper

Eligible Presentation

Traditionally framed under Plexiglas (acrylic)
White top mat
Floated on white with no top mat
Floated on a color with a white top mat
One-quarter inch colored inner or floater mat
Coated wire preferred
Varnished cradled board
Varnished painting on paper (mounted or framed)
Floater frame for flat varnished panels
Acrylic varnish (spray can)
Wax varnish

Ineligible Media (not limited to...)

Heavy graphite pencil
Water-soluble oil paint
Oil pastels or oil-based crayons
Chalk pastels
Modeling paste or other acrylic texturing mediums
Foils, glitter, string
Newspaper, magazine images
Wax-based crayons or wax-based colored pencils
Commercial stamps or stencils if immediately identifiable or a major element or focal point in the composition
Gelli prints or any printmaking (*exception page 2)

Ineligible Substrates (not limited to...)

Black or colored watercolor paper
Drawing paper, typing paper, copy paper
Cardboard or any colored paper
Canvas of any kind
Paper embedded with seeds or other materials
White tissue paper (except for collage)
Sculpted or textured paper/board

Ineligible Presentation (not limited to...)

Traditionally framed under glass
Matted work without acrylic glazing
Linen liners or lip liners
Sawtooth hangers
Screw eyes for wire (D-rings preferred)
String, fishing line, or other wire substitutes
Gaping frame corners
Blemished, marred, or discolored mats
Colored, painted, or ornate frames
Colored top mat
Scratched, marred, or damaged frames

COMPLIANCE WITH PROSPECTUS AND REPRIMANDS

Selection of artwork by the juror does not guarantee artwork will appear in the Exhibition. Upon receipt of the accepted work at the take-in venue, a review by a Compliance Committee consisting of the current President and two other Signature Members verifies that artwork meets execution and framing specifications of the Prospectus and is of the same quality and unaltered from the digital image. Artwork determined at any time before, during, or after the Exhibition to not meet specifications will be disqualified. The decision of the Compliance Committee is final.

FWS attempts to ascertain and address any problems before artwork goes to the judge in an effort to prevent a spot be taken from another artist who followed the rules.

Infractions resulting in a Reprimand are dealt with by the Board on a case-by-case basis and decisions are final. FWS issues Reprimands in increasing harshness depending on the severity of the infraction. Some infractions, such as copyright infringement or misrepresentation, the artist and all entries for that show are disqualified, and may incur Reprimands even though the judge will never see the work. A chart of Reprimands will be available on the FWS Website.

There are no refunds of entry fees, no matter the reason. Ineligible paintings may **not** be exchanged for other work.