



The Florida Watercolor Society proudly presents the

# 51st Annual Exhibition

September 14th – November 14th, 2022

Visual Arts Center

210 Maud St., Punta Gorda, FL 33950

Hours: Monday & Friday: 10am-4pm; Tuesday-Thursday: 10am-7pm Saturday: 10am-2pm; Closed Sundays

## FWS 2022 Prospectus - Updated 4/3/22

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### PLEASE READ CAREFULLY!

It is your responsibility as the artist who is entering the show to READ, understand, ask questions, and to know the rules **before** you submit your entries. Entrants will be notified of updates via email, so check and read your FWS emails!

### ELIGIBILITY

Eligible Florida Watercolor Society Members in good standing whose dues are current may submit one or two digital images of your original paintings for jurying.

### ELIGIBLE ARTWORK

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 and framed under Plexiglas (acrylic) or sealed with varnish to include paintings mounted to or painted on a cradled board (details follow). Other updated framing guidelines follow. **Canvas of any kind is no longer accepted.**

### DEFINITION OF ELIGIBLE WORK

1. It is the responsibility of the artist entering the show to read and understand the rules. There are no refunds of fees after entry, no matter the reason.
2. Only original work is eligible. "Original" means the painting is your own composition in concept and design, painted only by you by hand from your own sketches, photos, set-ups, or other source materials created by you.
3. Any photo reference material must have been taken by you. Photo references NOT allowed - in whole or in part - include:
  - Purchased images
  - Permission-granted photos taken by others
  - Stock photos
  - Published or unpublished copyrighted images including magazines, books, or other published materials that are the featured subject(s) in the artwork.
  - Vintage heirloom family photos copied verbatim are no longer accepted as eligible source materials.
4. All entries must have been created after January 1, 2020, and not previously shown in any FWS Online or Annual Exhibition.
5. Work painted in a live or online class or workshop with the help or direction of an instructor is not eligible.
6. Collage is acceptable if it is created with approved paper painted by you in watermedia in an aqueous manner. White tissue hand-painted by you is acceptable. No newspaper, metallic papers or foils, colored tissue, or any other additional materials permitted. No strings, vegetation, or other added or organic materials embedded into the paper will be accepted.
7. No gelli prints accepted. Printing or stamping with eligible watermedia within the composition is accepted if the entire entry is not all printing. There must be brushwork by hand included in the entry.
8. Photographs, reproductions, digital media or images, diptychs, or triptychs are not permitted. No multiple-opening mats.
9. All artists and work will be vetted for eligibility after entry and before going to the judge. Work may be disqualified for ineligible media, ineligible substrates, the age of the painting, classroom work, copied work, copyright violations, etc.

10. At take-in, accepted work that is found to have obviously been altered from the accepted digital entry will be disqualified and replaced by an Alternate. Reprimand may result at the discretion of the Board whose decision is final. See the FWS website for terms and conditions of reprimands.
11. Original paintings will be examined at take-in by the Compliance Committee (the current President and two other signature members) and work deemed by them to be ineligible will be replaced by an Alternate. The Compliance Committee's decision is final.
12. If issues with an accepted work are brought to the Board of Directors' attention by another party after-the-fact, the Compliance Committee and FWS Board of Directors will review them on a case-by-case basis. If an issue is found to have merit and results in rejection, the work will be removed from the exhibition, the artist will rescind any award received, be issued a letter of reprimand, and face possible suspension from entering FWS Exhibitions for a determined period of time. Length of suspensions follows the guidelines outlined by the Board and are at the Board's discretion, whose decision is final. See the FWS website for terms and conditions of reprimands.

### **EXHIBITION VENUE & DATES**

The FWS 51st Annual Exhibition will be hosted by the Visual Arts Center, Punta Gorda, FL. Exhibition runs Wednesday, September 14th through Monday, November 14th, 2022. The Artists' Reception will be on Friday, September 23rd, 5:30 - 7:30 pm.

### **ENTRY WINDOW & DUES DEADLINE - UPDATED 4/3/22**

Entries accepted from **Tuesday, April 5th through Tuesday, June 7th, 2022**, 11:59 pm via CaFE only (callforentry.org). Details follow. To be eligible, **new members must join by May 28th, 2022**, on the FWS website before they enter - residency restrictions apply. Existing members' dues (\$40) must be paid on the FWS website **before you enter**, up to deadline day.

### **JUDGE & JUROR**

Mark Mehaffey, AWS-DF, NWS, TESA, WW (markmehaffeyfineart.com) will select 100 pieces from the entries to show, plus five (5) Alternates whose work will be shown if issues arise with those selected. Please see the Alternates section for details. Award Winners will be selected from the original artwork after take-in and will be notified.

### **AWARDS**

The awards include monetary & merchandise awards totaling over \$20,000 (subject to change). The Awards Gala is scheduled for Saturday, September 24th at the Convention venue (see Convention, Trade Show, & Workshops).

### **ENTRY FEES**

The non-refundable entry fee is \$35 for one (1) entry and \$40 for two (2) entries, paid through CaFE with MasterCard or Visa.

### **METHOD OF ENTRY**

1. Entries must be made via CaFE only (www.callforentry.org). See Entry Instructions following.
2. Eligible members may submit one or two digital image entries (one image per painting) for jurying.
3. Only one painting per artist may be accepted for the Exhibition.
4. You must correctly size your digital entry - instructions follow. CaFE may auto-size for you if your digital image is between 2-5 megabytes; try to upload what you have before you pay for resizing. There is no specific way you must label your entry.
5. Paintings not meeting the requirements or those misrepresented in the digital image will be disqualified. No refunds after entry, no matter the reason. No swapping-out works found to be ineligible.
6. **You will NOT find the FWS call listed on CaFE because it is Invitational to eligible FWS members only.** You will need the Invitational Passcode to unlock the call - this year it's **22Annual**. It changes for each Exhibition.
7. **Information and updates are emailed to all eligible members.** It is your responsibility to read your emails for updates and information. Once you successfully check out on CaFE, they will send you confirmation. FWS does not send confirmation of entry but we're happy to check it for you. Email [exhibitiondirectorfws@gmail.com](mailto:exhibitiondirectorfws@gmail.com) and ask to confirm your entry.

### **FRAMING & PRESENTATION UPDATED FOR 2022 – PLEASE READ!**

**FWS has changed our framing & presentation rules beginning in 2022.** To be clear: "Glazing" is acrylic (Plexiglas) in the frame over the work; "Varnish" is a coating applied directly to the painting to protect it so glazing isn't necessary. You may now submit unglazed, varnished work painted on or mounted on a commercially-produced cradled board (see sizes). Details follow.

#### **For traditionally framed work under glazing (Plexiglas/acrylic), acceptable frames include:**

1. Sturdy wood or metal with no chips or scratches and intact (not gaping) corners.
2. Not more than three inches in width.
3. Natural-finish wood such as oak, walnut, etc., not painted or colored. Wood or metal frames in black, white, gold, or silver are acceptable. It's OK if the front is the wood color and the edges are black or a different wood color.
4. Not carved or ornate - the simpler, the better. We want to showcase the artwork, not the frame.
5. Framed size must not exceed 55" on the outside dimension of the longest side. (Please note: this rule changes every year depending on what the venue can accommodate).
6. All 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 that complements the work is acceptable. No French matting paper, color-core, or multicolored mats will be accepted. White bevels only.\*\*
2. The top mat (directly under the glazing) must be white only all the way through\*\*. There are many shades of "white" mat board. If "white" is in the name of the mat board, it's acceptable.
3. \*\*Old, aged, reused paper mat board that has deteriorated to the point of appearing orange or brown at the bevel will no longer be accepted. Please take pride in your presentation as well as your work! 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.
4. 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.
5. 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.
6. "V"-grooves are acceptable in the white top mat.

### **For varnished work including paintings on flat or cradled Aquabord, Claybord, or other approved watercolor 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. You may stain the cradle in a natural wood color, but do not paint it any bright color.
3. Paintings done directly on the cradled board or on approved substrates that are mounted on the cradled board are acceptable.
4. Unglazed work must be varnished!
5. 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, VAC, and/or the Traveling Show venues are not responsible, no matter the cause. If your work is accepted for the Traveling Show, make sure your packing materials will protect your unglazed work.
6. The frame must be securely wired for hanging in the correct orientation. Plastic-coated wire is preferred, secured to D-strap hangers screwed into the frame or cradle (not attached to the cardboard on the back) or to proper metal frame hangers. NO sawtooth hangers will be accepted. Avoid screw eyes. Braided wire that is not coated must be taped at the wrap.

**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, 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, an Alternate will replace your work. Stuff happens, so 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 unintentionally non-compliant and replaced by an Alternate. *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 and will be replaced by an Alternate.*

### **SALES**

Paintings must either be priced for sale or marked NFS (Not for Sale). CaFE allows artists to enter \$0.00 for NFS in price or value. The Visual Arts Center will handle all sales and retain a 35% commission. Commissions at the Traveling Show venues may be different and additional paperwork may be required.

### **LIABILITY AGREEMENT**

While all due care will be exercised in handling of artworks, the Visual Arts Center, the Traveling Show venues, FWS, its directors, or members will NOT be responsible for any loss or damage to artwork or frame during take-in, during the exhibition, or during shipment, no matter the cause. Insurance is the responsibility of the individual artist.

### **SIZING & PREPARING YOUR DIGITAL ENTRIES**

1. Shoot work BEFORE you mat or frame it!
2. Do NOT show any mat, frame, hand, person, wall, substrate that is not part of the actual painting, or anything but the painting in your image. Please submit it in the orientation in which it was created to hang.
3. Size your digital images to 1920 pixels (26.667") on the longest side by 72 dpi, and the file needs to be less than 5 megs.
4. If your image is good, larger than 1.5 megs and less than 5 megs, you can try to upload it onto CaFE and the site will automatically resize it for you. If it accepts your file, you're good to go! Try this before you pay for resizing.
5. If the file is too big or too small, it will tell you what the problem is and you will need to correct it. If too small, re-shoot larger.
6. If there is no white (the color of the substrate) showing in your image, or it looks blue or yellow, it may be too dark for the catalog. Re-shoot or adjust accordingly, but do not make so many adjustments that it no longer represents the original.
7. You can use Pixlr.com for resizing online for free – no need to download.
8. We're still here to help if you need us. File resizing is available for \$5 per image, payable on the FWS website. Email your images as attachments to [exhibitiondirectorfws@gmail.com](mailto:exhibitiondirectorfws@gmail.com). Follow up if you don't hear back in a day or two.

## ENTRY INSTRUCTIONS

1. You must create a CaFE account at callforentry.org. It's free to use and help is available.
2. You must have your digital entries uploaded into your CaFE Portfolio BEFORE you begin the entry process!
3. **You may only go through the entry process ONCE! When entering two pieces, you MUST enter both pieces at the same time! You cannot go back and add another piece once you have checked out.**
4. You will fill out the information CaFE requests. Please use the IMAGE size in your description; artists selected will be asked for the framed size after notification. Framed size must not exceed 55" in either direction. Minimum image size: 80 square inches (8" x 10", 9" x 9", etc.) excluding the frame. If you have not framed your work yet and it will be close to the maximum, please keep the size within the restrictions. *Maximum frame sizes change each year and are set by the venue.*
5. **PLEASE NOTE: When you search for the FWS Call, it is NOT LISTED WITH THE OTHER CALLS BECAUSE IT'S INVITATIONAL to FWS Members only!** To unlock the call, you must enter the Passcode which is different for every show! Follow these steps:
  - Sign into your CaFE account.
  - Click Apply to Calls.
  - Under Call Listings, enter FWS.
  - Under Filter By, click Invitational. The Code Box will appear.
  - In the Code Box, type **22Annual** (no space between 22).
  - Click the little green Enter button. The Call will open.
  - Click Apply to This Call.
  - Select your entry image(s) from your Portfolio - DO NOT CLICK SAVE UNTIL YOUR IMAGES ARE SELECTED!
  - Provide a SHORT Artist's Statement **about your work**, 100 words or less. *A bio is about you; a statement is about your work.*
  - When you have completed your application, SCROLL DOWN AND SAVE IT!!! The SAVE button is on the bottom of the screen and may be out of sight.
6. You may only apply to the call ONCE. If you search again after that, it will say Not Found. If you started the process and did not finish or check out, your saved application will be in your account under My CaFE Entries.
7. You will pay through the CaFE website with a MasterCard or Visa, or via PayPal (you do not need a PayPal account).

## ALTERNATES

The judge will select five (5) Alternates in addition to the 100 artists selected to show. Alternates will be selected in descending order and may or may not ultimately be included to show. If you opt to be considered as an Alternate and are selected, you must make your work available at take-in, either shipped or hand-delivered, whether or not your work makes it into the Exhibition. You will know shortly after take-in (or sooner) whether your work will show. If not, it will either be shipped back to you with your prepaid label, or a Board Member will contact you to retrieve your hand-delivered work. If you are chosen as an Alternate, you may decline with no repercussions. Please carefully consider the conditions when you decide whether or not you're willing to be an Alternate. If your work does end up in the show, you will get an upgrade in status, including Signature Membership, inclusion in the catalog, and be eligible for awards. If it does not, you may still enter it in another FWS show as long as the creation date has not expired. Please make sure you respond to the question about Alternates when you're checking out on CaFE.

## PURCHASE AWARDS

You may opt to have your work considered for the Healing Arts or Cheap Joe's Art Stuff Purchase Award. **If selected, you are agreeing to sell your work to the organization for \$1500**, regardless of the price you put on it. You will be asked about participation preferences when you enter and in the follow-up survey.

## NOTIFICATION

Notification of accepted work will be sent to all entrants on or before July 6th, 2022, via CaFE and FWS email.

## HAND-DELIVERY OF WORK

Hand-delivered work will be accepted Monday, September 12, 2022 from 11am – 1pm. Accepted work not delivered by 1pm will be replaced with an Alternate. A fee of \$10 cash or check will be collected for Hand-Delivered work including Traveling Show artists who hand-deliver boxes.

## SHIPPED WORK & TRAVELING SHOW

- Shipped work will be accepted from September 6th - 10th, 2022 during regular business hours; not before and not after.
- A Handling Fee will apply to all shipped work: \$30 for AirFloat, Master-Pack, and similar commercially-produced, reusable boxes specifically made for shipping artwork with layers of foam; \$45 for custom boxes. Discounts available to FWS Members for AirFloat boxes: [www.airfloatsystems.com](http://www.airfloatsystems.com), discount code: FWS.
- **NO WOODEN CRATES! NO PACKING PEANUTS!** Shipping instructions will be sent to accepted entrants and Traveling Show opt-ins. If you do not pack your own work, it is your responsibility to inform your shipper of the packing requirements. If we open the box and see packing peanuts, your work will be disqualified, shipped back, and replaced by an Alternate.
- Traveling Show artists who hand-deliver their work will pay the \$10 handling fee on Traveling Show boxes, or \$30-\$45 if the work is shipped. Traveling Show artists will know before take-in if they are in the Traveling Show so they may prepare.
- Note: If you are shipping unglazed, varnished work, take extra care to protect it from damage in transit. All care will be given in handling the work, but FWS/VAC are not responsible for any damages, no matter the reason.

## TRAVELING SHOW COMMITMENT

You may elect to include your work in the Traveling Shows following the Annual Exhibition. Participation in the Traveling Show is optional. You have a tremendous opportunity for your work seen in two additional venues in Florida! Artists who are selected MUST provide a reusable shipping container and prepaid return shipping label from Ormond Beach, FL, unless you are picking up by hand, in which case you must provide a box sufficient to protect your work for the two van rides to the two Traveling Show venues. If you opt-in to the Traveling Show and are selected, you are committed to participate. Failure to do so will result in reprimand unless your work sells at the Annual or is selected for a Purchase Award. TS artists will be selected prior to take-in so they can prepare.

### 2022-2023 Traveling Show Venues - Dates Approximate

#### **Venue #1 - Wirtz Gallery, First National Bank of South Miami**

5750 Sunset Dr., South Miami, FL 33143

Website: [fnbsm.com/gallery](http://fnbsm.com/gallery)

Dates: November 15th to December 29th, 2022

Possible Reception - watch for updates.

No commission on sales.

#### **Venue #2 - Ormond Memorial Art Gallery and Gardens**

78 E. Granada Blvd., Ormond Beach, FL 32176

Website: [ormondartmuseum.org](http://ormondartmuseum.org)

Dates: January 5th through February 26th, 2023

Reception: Friday January 13, 2023

Sales: 30% commission

Updates & details will be announced.

## PICK-UP OF HAND-DELIVERED WORK FROM VISUAL ARTS CENTER

Pick-up of hand-delivered, unsold work will be Tuesday, November 15th, 2022 from 11am-1pm.

## QUESTIONS

If something is unclear or you need clarification of the rules ***BEFORE YOU ENTER***, contact Nancy Murphree Davis, FWS Exhibition Director at [exhibitiondirectorfws@gmail.com](mailto:exhibitiondirectorfws@gmail.com). Once you enter and check out, there is no going back, no changing anything, no adding anything, and no refunds of entry fees. Good luck and thanks for your participation!

## CONVENTION, TRADE SHOW, & WORKSHOPS

We are working toward live events this year, but watch your FWS emails and the FWS website for updates.

The 2022 Convention & Trade Show are scheduled for September 19th - 25th at the Charlotte Harbor Event & Conference Center, 75 Taylor Street, Punta Gorda, FL 33950. Convention registration, workshop, and hotel info will come in emails or check the website.

Workshops are scheduled from September 19th - 22nd and registration will be open to members on the FWS website beginning April 1st, 2022, and to non-members beginning May 1st, 2022, space permitting. We no longer accept checks for any reason or reserving spaces before actually registering. People reserving late may be wait-listed and contacted if there is an opening.

## FORCE MAJEURE

*FWS selects locations and contracts with venues for the Annual Exhibition, Convention & Trade Show Hotel, Workshops, and related festivities up to four years in advance, so there's no way to anticipate whether or not the stated events may be disrupted. 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 any number of 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.*