

Official Prospectus 2024
56th Watercolor West International Juried Exhibition
www.watercolorwest.org

This Exhibition is open for artwork painted in traditional transparent watercolor only, no white paint of any kind including those labeled “white watercolor.”

Venue: Coastline College Art Gallery, Newport Beach, California

Entries Begin: Sunday, January 1, 2024

Entry Deadline: Friday, March 1, 2024 midnight PST

Exhibition dates: Saturday, July 6 to Saturday, August 3, 2024

Juror: Ken Call

Awards: Anticipate \$12,000 in Cash and Merchandise

Entry Fee: Member \$50; Non-Member \$75

Online Entry: Up to two images.

CALENDAR 2024

January 1	Entries open
March 1	Entries close at midnight PST
April 1-5	Notifications of acceptance and instructions emailed and posted on website
May 13	Paintings due to shipper (final day)
June 7 & 8	Hand-delivered paintings accepted at gallery, final screening for compliance
June 8	Juror presentation/demo, Awards selections
July 6	Opening Reception
August 3	Exhibition closes - Hand delivered paintings pick up 1-4pm
August 5	Shipper picks up paintings for packing and return to artists

ELIGIBILITY

Open to all living artists.

Must be only traditional transparent watercolor applied on a single piece of rag or wood pulp paper that is free of pigment and embedded materials. Graphite pencil may be used only for planning marks. For discussion of transparency see. ([LINK to Transparency](#))

Must be original work created by the artist. It may not be a copy of another’s artistic creation. Work painted in a class or workshop or under the guidance of a teacher is not permitted.

Must be painted after January 1, 2021, and not have been shown previously in a Watercolor West exhibition. ([LINK to Plagiarism](#))

Accepted paintings must arrive framed and adhere to framing, matting, plexiglass and hanging, requirements found on our website ([LINK to Framing](#))

Paintings submitted for exhibition consideration **must be at least 140 square inches (height x width)**, and not larger than 44 inches on a side before framing.

EXHIBITION FEES

The Entry Fee for 1 or 2 paintings is \$50 for members and \$75 for non-members. All entrants will receive the annual exhibition catalog after the exhibition opens.

If you are not currently a member, you may become a member of Watercolor West when you enter the Exhibition by paying \$95— the annual dues of \$45, plus the \$50 member Exhibition entry fee. Along with the reduced entry fee and exhibition catalog, member benefits include a quarterly newsletter, notifications of workshops and events, discount on workshops, and your name and personal website listed on our website.

Exhibition fees must be paid by the entry deadline for artwork to be considered. Exhibition fees are not refundable in the event a painting is disqualified because the painting does not match the image entered or it is not in compliance with any entry requirement.

TO SUBMIT ENTRIES

Go to www.watercolorwest.org 56th International Juried Exhibition menu tab and select “Entry Form.” Follow instructions to complete the on-line entry with your information. **Be sure your email address is accurate. ALL notices regarding your entry will be sent via email.**

Before uploading your images, make sure they are between 1 - 8 MB, and at least 2000 pixels on the shortest side. Images should be in JPEG format.

- Crop the photos to include **only the artwork image** (no mat or frame).
- Be sure your images are right side up.
- Round sizes to the nearest inch.
- Catalog Information: Please enter your name (first, last) the title(s) of your painting(s), city and state (country) in the address section. Enter painting titles and sizes (height x width) in inches. **Please be sure you have correctly entered your information.**

For technical issues regarding the online form, please contact webmaster Mignon Whitaker at mignon@mignonwhitaker.com

For general questions regarding the exhibition please contact Paula Hambleton at WWPaulaH@gmail.com

CONFIRMATION/ACCEPTANCE:

You will receive an **email** confirming your entry upon submitting the completed form and uploaded image(s). Acceptance notifications will be **emailed** April 1-5, and include instructions on next steps.

A list of the Juror’s decisions will also be posted on www.watercolorwest.org no later than April 5, 2024 under the 56th Watercolor West International Juried Exhibition tab.

Watercolor West reserves the right to disqualify any entry based on failure to follow any prospectus guidelines.

LIABILITY

By entering this Exhibition, you acknowledge your artwork image may be part of the in person and on-line exhibition, and agree to allow an image of your exhibited artwork to be used without charge for advertising and/or promotion in the furtherance of the Exhibition prior to and/or after the Exhibition.

SALES

Exhibited works will be considered for sale at the price indicated during the submission process. Works not for sale must be designated "NFS." All requests for information on a painting listed for sale will be forwarded to the artist for sale transaction. Please note: There is NO commission charged by Coastline Art Gallery. Watercolor West requests a donation of 15% of the sale price of any painting sold as a result of this exhibition.

To view information relating to the entry and guidelines for this exhibition (including Transparency, Plagiarism and Framing guidelines) visit: www.watercolorwest.org 56th International Juried Exhibition tab and choose from available options.



Transparency

Watercolor West is dedicated to the celebration and advancement of transparent watercolor painting on paper by fostering its appreciation and encouraging its use in original artistic creations. The only allowable paper is a single piece of rag or wood pulp paper that is free of pigment or embedded materials.

Transparency in a watercolor painting occurs when watercolor pigments are made more transparent with the addition of water to create a wash. This allows light to penetrate the layers of glazes and reflect back through the pigments from the paper below. The whites are the white paper left unpainted.

To achieve its ends, Watercolor West hosts an annual International Juried Exhibition that challenges its participants to be creative with traditional transparent watercolor on a single piece of rag or wood pulp paper that is free of pigment and embedded material. The beauty and great variety possible with these more limited means can be observed by reviewing past Watercolor West International Juried Exhibition catalogs. In these exhibitions transparency and originality are paramount. "Originality" means being new or novel and not a copy or derivative of another's creative work. For an understanding of the term as understood by Watercolor West, please review the statement on Plagiarism also on this website www.watercolorwest.org.

To be clear, we have identified below a variety of media that are explicitly excluded, as they do not conform to the concept of transparent watercolor on a single piece of rag or wood pulp paper. However, in this day and age of rapid technological advances, it is not possible to cover every possible exception. The rule of thumb is: if it is not on allowable paper and painted with only transparent watercolor, it will be eliminated.

The following media, grounds, and treatments are excluded from use:

- Opaque white paint of any kind, such as titanium white, Chinese white and any transparent watercolor with opaque white added to it. Transparent watercolor includes pigments such as the cadmiums which are classified as "opaque." The cadmiums and semi-transparent pigments are acceptable as long as they are applied as a transparent wash when covering most of the paper surface. Small touches of opaque cadmiums and other watercolor pigments can be used for accents.
- Gesso, matte medium or any other priming material or exterior surface treatment.
- Gouache, acrylics or water-soluble oils.
- Ink, metallic or iridescent paint or products that leave a graphite-like sheen.
- Watercolor crayon, colored pencil, watercolor colored pencils, charcoal, pastel, Conte sticks or Conte crayon
- Varnish, wax, wax crayon, oil sticks or oil pastel.
- Collage or surface constructions, impasto, embossing.
- Watercolor resist, such as Frisket, that is not completely removed from the final painting.
- Use of digital images or enhancements printed on the paper.
- All other grounds, treatments, additives, media or art materials that do not conform to the spirit of the Exhibition.

We would be delighted if you would accept our challenge and submit entries to our Watercolor West International Juried Exhibition. We ask that you honor the objectives of this event and abide by its rules. Individual diligence and careful attention will create an enjoyable and fair experience for everyone.

Rev: 10/2022



Plagiarism

For its annual exhibition, Watercolor West is looking for originality. Plagiarism—to take ideas, images, writings etc. from another and pass them off as one’s own—is not an original piece. The problem has increased with the easy access to the web and digital material. The lines of authorship have become more blurred. Here are some guidelines.

Watercolor West's prospectus in the Eligibility section clearly states that "Entries must be original and not a copy or likeness of another's work." Entries cannot be someone else's "intellectual property." That includes any work done in a workshop or class assignment under a teacher’s direction. It has to be your own thought, idea, composition and image. It cannot be a direct copy of a photograph—unless you took the photo yourself—or a copy of other artists' creative work (their paintings and/or their photographs) or an image from a magazine, newspaper, or the web.

Not everyone is a good photographer. You may need to use a reference photograph for clarity or detail. Use photographs with caution. **DO NOT COPY.** You are the artist, use your own inspiration and creative skills to make your art work your very own.

Rev: 10/2022



Framing Guidelines

- Framed painting and mat(s) must be properly secured in position, with both the interior and the exterior of the frame clean and free of debris, stains, scratches or breaks.
- Plain wood or metal frames with generally flat front/side surfaces.
- Flat finish in black or neutral colors only such as beige, ivory, taupe, grey and shades of white, or traditional stained wood shades such as walnut or pecan. No bold colors. No shiny metallic frames.
- Frame front faces may be up to 2 inches (5.08 cm) wide and sides up to 2 inches deep
- Only white or off-white mats, single or double matted. No colored liners.
- Plexiglass only. No glass.
- Ready to hang with proper picture hanging wire attached to D-rings. **No saw-tooth hangers.**

Framed paintings not adhering to the Watercolor West framing requirements will be disqualified and returned at owner's expense. Exhibition fees are not refundable.