

Southern Watercolor Society 35th Annual Juried Exhibition

Sautee Nacoochee, Georgia
June 9 to July 7, 2012



LOCATION

The Sautee Nacoochee Community Association is nestled in the Appalachian foothills of Northeast Georgia. It maintains the Sautee Nacoochee Center, a thriving cultural and community center housed in a restored 1927 rural schoolhouse.

The Center offers a Folk Pottery Museum, Art Gallery, Theater, Art Studio, Dance Studio, History Museum, Heritage Site, Nature Preserve, Environmental Studies Area, Conference Facilities and an historic Gymnasium used for various performances and activities. SNCA has been named as one of the "100 Best Small Art Towns in America".

The Third Annual 12 Rivers Art Festival at SNCA will take place during the opening weekend of Southern Watercolor Society's event. This one day outdoor juried art festival will host approximately 100 artists along with food and crafted beer and wine vendors.

The Center is located three miles east of Alpine Helen, GA on Highway 255 North, one-quarter mile off Highway 17. For detailed directions go to the SNCA website. ~ www.snca.org ~

35th CALENDAR 2012

- March 20:** Entry postmark deadline.
- Mid April:** Accept/decline notices mailed.
- June 1–5:** Hand-delivered paintings received.
- June 1–2, 4–5:** Shipped paintings received.
- June 9:** Twelve Rivers Art Festival.
- June 9:** 7 pm. Fred Graff's Demo.
- June 10:** 10:30 am. Annual SW Meeting.
- June 10:** 12 pm. Lunch for SW Participants.
- June 10:** 1 pm. 35th Opening Reception.
- June 11–15:** Fred Graff Workshop.
- July 7:** Last day of 35th Exhibition.
- July 8–10:** Pick up hand-delivered paintings.
- July 11:** Begin return of shipped paintings.

ENTRY POSTMARK DEADLINE

March 20, 2012



A Place in Time by Fred Graff

JUROR/WORKSHOP INSTRUCTOR

Frederick C. Graff, AWS, NWS, TWSA
www.fredgraff.com

Fred Graff of Medina, Ohio, is one of the foremost watercolorists of today. He is among a select group of watercolor artists who are signature members of all three major watercolor societies, including Master Status in the Transparent Watercolor Society of America. His diverse approach to watercolor painting has attracted purchases by both individual and corporate collectors.

Fred graduated from Miami University and, in addition to being a retired art teacher, he has been conducting numerous watercolor workshops, demonstrations, and critiques throughout the United States and abroad for the last forty years.

See "The Creative Process of Watercolor", Fred Graff workshop information, on page four of this prospectus or on the SW website.

www.southernwatercolorssociety.org

ARTIST ELIGIBILITY

Artists participating in the juried competition must be 2012 members of Southern Watercolor Society and reside in one of the above states or DC, or members who were in good standing at the time of moving to another area.

Membership renewals are due annually on or before January 1 of each year and delinquent after March 1. New members must join SW before submitting their show entry. Dues are \$30 per year. Use the membership form on page three or print it from the SW website. Please don't include your entry form or workshop form with your dues payment.

PAINTING ELIGIBILITY

- Paintings are limited to water-based media (no water soluble oil or pastel products) painted on paper, watercolor board or Yupo, unvarnished.
- Collage is acceptable if it consists *only* of paper painted by the artist (no newsprint, photos, digital images, giclees, 3-D objects, gold leaf or metal.)
- Paintings must be original in composition and design and not copies of other artist's work, including photographs by persons other than the artist. Paintings completed under supervision or in a workshop are ineligible.
- Image size may be no smaller than 11" in any direction. Framed size maximum is 44" in any direction.
- All works must have been completed after January 2010 and not have been accepted into previous SW exhibitions.

Juried paintings will be rejected if they do not conform to the above specifications.

AWARDS

Best of Show award will be \$2000. Additional cash and merchandise awards are competitive with prizes given in national exhibitions. Accepted artwork will be published in the yearly SW full-color catalog. ~

ENTRY

Postmark Deadline: March 20, 2012

Artists whose Southern Watercolor Society dues are paid for the exhibition year may submit up to two painting images with a non-refundable entry fee of \$25. No more than one painting per entrant can be selected for this exhibition.

Submit one (1) or two (2) JPEG digital image files on one CD (compact disc) with an accompanying 4" x 6" color print on photo quality paper for each image.

Acceptance into three exhibitions earns Artist Signature Membership (SW). Acceptance into ten exhibitions earns Life Membership. (LM pays no dues.)

DIGITAL IMAGES

Please submit high quality, accurate digital images for display of paintings in the full-color SW Exhibition Catalog. Begin by taking the photograph at the highest possible setting (MP) on the camera.

- On the computer, crop extraneous items from around the painting image. Identify each image with artist's last name, entry number 1 or 2, and painting title. (Ex: *Smith 2 Apple of My Eye .jpg*)
- Save each image in maximum JPEG quality format in RGB mode.
- Digital images must be 300ppi.
- Image should be a minimum of 1800 pixels and maximum of 2000 pixels on the longest side.
- Image must be correctly oriented as viewed, vertical or horizontal.
- Please label your CD with a permanent marker using your name and numbered (1 and 2) painting titles that coincide with your entry form. The CD will not be returned.

COLOR PRINTS

These 4" x 6" prints must accompany all entries. Print your saved image from above, as large as possible within the 4" x 6" sheet of photo paper without cropping the image—one painting per sheet.

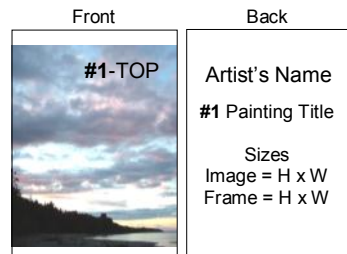
Indicate the top of the painting on the front of each photograph. On the back of each photo, print your name, painting number & title, plus the image size and frame size in height by width. Confirm that this information matches the information on the CD and your entry form. ~



Include both digital images on one CD.

Label CD with your name and painting titles #1 and #2.

PLEASE PRINT



Include a 4"x 6" color print for each image that is on CD.

SW reserves the right to reject any juried painting that is noticeably different from the JPEG or does not comply with entry specifications.

ENTRY CHECKLIST

1. Entry form completed and signed.
2. Check for \$25 entry fee made payable to Southern Watercolor Society.
3. CD with appropriate labels.
4. Printed photo with labels for each entered painting.
5. SASE—Self-addressed, stamped (first class), #10 business envelope for return of jury notification.
6. Do not include your dues or workshop registration in this envelope.

➔ ADDRESSES FOR MAILING ➔

*Send by First Class U.S. Mail only.
Do NOT send by Certified Mail.*

Each form on page three is to be mailed to a different chairperson at a different address. Please write separate checks for each and mail them in separate envelopes. Thank you so much.

ARTIST'S AGREEMENT

Submission of the entry shall serve as an agreement by the artist that all conditions in this prospectus have been met. The Southern Watercolor Society (SW) and its officers and the Sautee Nacoochee Community Association (SNCA) and its representatives and employees are released and discharged of any and all claims made by damage or loss of the CD or painting while in the possession of SW or SNCA. Each artist must carry their own insurance for shipping damage and/or damage during the exhibit.

Images of selected art will be used in the SW catalog, for publicity, for educational purposes and on the organizations' websites at the discretion of the SW Board. No work accepted for the SW Annual Exhibition may be withdrawn prior to close of exhibit. Failure to submit an accepted painting will result in one year or more of non-eligibility.

SW membership dues must be current for 2012 to be eligible for the exhibition and/or receiving of an award. Indicate that you agree to this liability clause and to abide by all rules and regulations set forth in this 2012 SW prospectus by signing your entry form. Failure to sign the entry form will result in rejection of the entry. ~

FRAMING

- A white or light neutral mat should be used with at least 11" per side of painting visible within the mat opening.
- Maximum size of frame cannot exceed 44" x 44".
- Maximum width of frame moulding cannot exceed one and one-half (1.5) inches. Moulding must be simple, unadorned light colored wood, or metal in gold, silver or black. No decorative corners.
- Painting must be protected with a glazing of Plexiglas or acrylic. No glass.
- Frame must be ready to hang with wire in place. No sawtooth hangers.

SHIPPING

- Accepted paintings must be shipped in a reusable box via FedEx or UPS including PREPAID return shipping labels.
- Shipping artwork in Airfloat or U-LINE boxes is strongly recommended.
- Wooden boxes must be secured with screws only. No nails. No peanuts.
- Additional instructions for shipping to Sautee Nacoochee, GA, will be sent with acceptance letter.

HANDLING FEES

\$25.00 Handling fee for shipped work.
\$15.00 Handling fee for hand-delivered work. Include your check payable to SNCA at the time of shipping or hand-delivery.

SALES

Paintings will be for sale unless specified NFS by the artist. No price changes can be made after acceptance into the exhibit. Completed artist's IRS W-9 form will be required at the time of painting delivery. **SNCA is responsible for sales and will retain 25% of the selling price.**

Entry Form—Southern Watercolor Society 35th Annual Juried Exhibition— June 9 to July 7, 2012

I've read the Artist's Agreement on page two of this SW prospectus and I agree to abide by all the rules and regulations set fourth. I agree to 25% of the selling price being retained by SCNA. (Failure to sign entry form will result in rejection of your entry.)

Print NAME _____
My current membership status is: [] Associate [] Active [] SW Artist [] LM
ADDRESS _____
CITY _____ ST _____ ZIP _____
PHONE _____
EMAIL _____

ENCLOSED:
[] \$ 25.00 Entry Fee
Check # _____
MAIL TO:
SW Entries Chair
Ann Kromhout
319 Westbrook Dr
Carrboro NC 27510
919-967-1937
ann@kromhout.us

SIGNATURE _____
DATE _____

Please make a personal copy of your completed entry form before mailing.

Make check payable to Southern Watercolor Society.

Part A If painting is not for sale (NFS) include value for insurance.

1 TITLE _____
Image Frame For Value
Size H W Size H W Sale? \$

2 TITLE _____
Image Frame For Value
Size H W Size H W Sale? \$

If my painting is accepted, I will: [] SHIP [] HAND-DELIVER

OFFICE USE

Accept
Decline

Accept
Decline

Part B SW 35th Exhibition 2012—JURY NOTIFICATION.

Print: ARTIST-Last name first. _____

1 TITLE _____ ACCEPT DECLINE

2 TITLE _____ ACCEPT DECLINE

35th WORKSHOP REGISTRATION 2012

Frederick C. Graff Workshop — The Creative Process of Watercolor

Southern Watercolor Society—June 11-15, 2012

\$ 470.00 for SW 2012 Member.

Non-members please submit your SW dues before registering for this workshop.

\$ 200.00 deposit is required with this registration form.

Deadline for Registration May 1, 2012.

Balance due on/before June 11, 2012.

Cancellation prior to March 31, 2012 will receive a full refund less \$30 handling fee.

Deposit non-refundable after April 1, 2012.

Please make a personal copy of your completed registration form before mailing.

Print NAME _____
My current membership status is: [] Associate [] Active [] Artist SW [] LM
ADDRESS _____
CITY _____ ST _____ ZIP _____
PHONE _____
EMAIL _____

Make check payable to Southern Watercolor Society.

ENCLOSED:
[] \$ 200.00 Deposit

Check # _____

MAIL TO:
SW Workshop Registrar
Jim Thomas
SNCA/SW Gallery Workshop
P.O. Box 460
Sautee, GA 30571
1-706-878-3300
jthomas@snca.org

SW MEMBERSHIP 2012

2012 Southern Watercolor Society Membership — \$30

Date _____ [] Renewal [] New [] Update Information
Print Name Mr Ms _____
Address _____
City _____ State _____ Zip _____
Telephone _____
Email _____

The SW Newsletter will be sent to you by EMAIL unless US Mail is preferred.
[] Check here to request a printed copy of the SW Newsletter by U.S. Mail.

My Website _____

We welcome new artists from any of the states listed at the top of page one on this prospectus.

[] I volunteer for: _____

[] Do NOT include my name and address on lists to our award donors or other contributors.

ENCLOSED:
[] \$ 30.00 Dues

Check # _____

Please fill in this form, make your check payable to Southern Watercolor Society and mail both to:

SW Membership Chair
Linda Pelc
4330 Camden Rd
Tallahassee FL 32303
1-850-536-1942
lindapelc@yahoo.com

SOUTHERN WATERCOLOR SOCIETY
% Ann Kromhout
319 Westbrook Drive
Carrboro NC 27510

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**Southern
Watercolor Society
35th Annual
Juried Exhibition
and Workshop**

Sautee Nacoochee, Georgia
June 9 to July 7, 2012

ENTRY POSTMARK DEADLINE
March 20, 2012

www.southernwatercolorssociety.org

SW

Southern Watercolor Society founded in 1975, is a non-profit corporation formed to elevate the stature of watercolor and educate the public to the significance of watercolor as an important creative permanent painting medium. The corporation is dedicated to the highest aesthetic standards. We welcome new members from:

ALABAMA
ARKANSAS
DELAWARE
DISTRICT OF COLUMBIA
FLORIDA
GEORGIA
KANSAS
KENTUCKY
LOUISIANA
MARYLAND
MISSISSIPPI
MISSOURI
NORTH CAROLINA
OKLAHOMA
SOUTH CAROLINA
TENNESSEE
TEXAS
VIRGINIA
WEST VIRGINIA
~

The Creative Process of Watercolor – Frederick C. Graff Workshop

June 11–15, 2012, Sautee Nacoochee, Georgia

This energetic, five-day workshop is specifically designed for intermediate and advanced level watercolor students.

Fred's forty-one years of teaching experience and diverse approach to transparent watercolor

painting enables him to easily relate to the needs of each individual student.

In order to become familiar with everyone's personal style and direction of painting, Fred will begin the workshop by reviewing a painting from each participating student. This review will in turn allow the students to become acquainted with Fred's teaching philosophy regarding the basic elements and principles of design. These compositional theories



River Street by Fred Graff

and thoughts will be further emphasized with numerous painting assignments, exercises, demonstrations, open discussions, PowerPoint presentation, lectures and one-on-one instruction that will continue

throughout the week.

Fred feels it is essential that students need to go beyond the level of just recording facts, therefore major emphasis will be placed on how to successfully develop a painting through a harmonious blend of different traditional and innovative approaches to watercolor.

Five-day workshop: \$470 for SW Members. Registration form is on page three.
~ www.southernwatercolor society.org ~

SW Board Policy

Any SW member who attempts to influence, intimidate and/or harass a judge, exhibitor, board member or exhibition committee member can be banned from the current show and from future entry into Southern Watercolor exhibitions by a vote of the Board. The juror's decision will be final for the accepted paintings as will be the judge's decision for awards. ~