

47th PROSPECTUS
Southern Watercolor Society
Annual Juried Exhibition 2024
Entry Deadline: April 1, 2024
Exhibition Dates: Jun 7 – Jun 29, 2024



SOUTHERN WATERCOLOR SOCIETY

ARTIST ELIGIBILITY:

Artists participating in the juried competition must be 2024 members of the Southern Watercolor Society and reside in the United States. Members in good standing who have moved from the United States remain eligible. Dues remain \$30.00 and may be paid online at www.southernwatercolorssociety.org If membership is already paid, the application fee is \$35. Both membership dues and application fee (\$65.00) can be paid at the end of the online application.

LOCATION:

Panama City Center for the Arts, 19 E 4th St., Panama City, FL 32401 www.pccenterforthearts.com
 Contact Person: Anastasia Dengerud, Exhibit & Engagement Director, anastasia@bayarts.org 850-640-3670

JUROR / WORKSHOP INSTRUCTOR: Lynn D. Pratt lives in small-town Vermont with her husband and two children. She paints in a very photorealistic style which she adopted from her background in architecture and her love for detail. In college, Lynn studied architecture at Wentworth Institute of Technology in Boston, Massachusetts graduating cum laude, third in her class. Lynn is an international award-winning artist, demonstrator, juror, and watercolor instructor and showcases her work in solo shows and international exhibitions. She is a signature member in the American Watercolor Society, Vermont Watercolor Society and North East Watercolor Society. She has been featured on television and in many magazines and books including Splash, Watercolor Artist, Artscope and The Artists Magazine. Lynn has a deep passion for teaching watercolor and finds inspiration from sharing her love of the medium with others through her in-person classes and online school. She currently has over 130 full length video tutorial classes available in her Patreon online school. In 2020 Lynn started Women in Watercolor and runs the International Women's Organization. The first International Juried Competition was a huge success, and it has grown significantly since then and now WIW has a membership option as well. You can see more of Lynn's work, details about her online school and information on Women in Watercolor on her website at www.LynnDPratt.com.

The 3-day workshop is \$399. The workshop will be held at the Panama City Center for the Arts, Wed. – Fri, June 7-9, 9 am to 4 pm. Registrants must be SW members or join at the same time. Workshop information, application and payment are on the Southern Watercolor Society's website www.southernwatercolorssociety.org under the "Exhibition Menu."

If you have questions, contact Don Taylor, SW Exhibition and Workshop Coordinator, dltaylor215@gmail.com 850-215-9424.

Awards

Cash awards and merchandise awards will exceed \$10,000 this year. Best of Show - \$2,000, Platinum - \$1,750, Gold - \$1,500, Silver - \$1,250, Bronze - \$1000, Sapphire - \$450.

47th EXHIBITION CALENDAR 2024:

This exhibition will hang at Panama City Center for the Arts (PCCA).

April 1, 2024	Application Entry Deadline
April 8	Juror Receives images for selection into the exhibition.
April 24	Accept / Decline notifications via Call for Entry (CAFÉ’).
May 1 NLT	Accepted Artist Complete CAFÉ’ Invitation.
May 1 NLT	Accepted Artist Pays Handling Fee thru CAFÉ’.
May 28 Arrive NLT	Shipped works to arrive at PCCA.
May 24 – 25 or 28-29 (10 am – 4:30 pm)	Hand-delivered works accepted at PCCA.
June 7 – June 29	Exhibition Dates
June 4	Juror’s Selection of Awards.
June 5, 6, 7	Lynn Pratt Workshop
June 7 (7:30 am – 8:30 am)	Members Annual Breakfast Meeting
June 7 (5-7 pm)	Reception and Awards Ceremony
July 2 & 3, 5 & 6 (10 am – 4:30 pm)	Pick-up hand-delivered work.
Beginning July 6	Works packed for return shipping.

ORIGINALITY CHECKLIST:

- ___ 1. Paintings must be original in composition / design and not copies of other artist’s work, including photographs by persons other than the artist. Paintings started or completed under supervision in a workshop are not eligible to enter.
- ___ 2. Paintings are limited to water-based media, painted on paper, watercolor board or YUPO, unvarnished, (no water soluble oil or pastel products).
- ___ 3. Collage is acceptable if it consists only of paper painted by the artist (no newsprint, photos, digital images, giclées, 3-D objects, gold leaf or metal).
- ___ 4. Image size showing through the mat may be **no smaller than 80 square inches**. Framed size **maximum is 44”** in either direction (see below).
- ___ 5. All works must have been completed in the last **5 years** and not have been accepted into previous SW exhibitions.

PRESENTATION CHECKLIST

Failure to follow these guidelines will result in return and/or disqualification. In the event a painting is received damaged the artist will be notified for further actions to be taken.

IMAGE

___ Painting image a minimum of **80 sq.in.**, as viewed within the mat opening. An image painted exactly to the edge of 80 sq.in. (e.g., 8 X 10) paper can be floated within a larger mat opening.

MAT

___ White or light neutral (no colors or black) with painting image visible within the opening of the mat.

FRAME

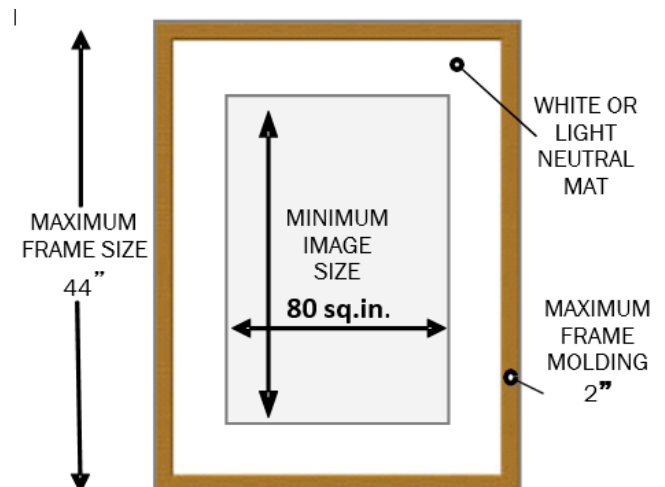
___ Maximum overall size of frame cannot exceed **44”x44”**.

MOLDING

- ___ Maximum width of the frame molding cannot exceed 2”.
- ___ Simple, smooth, flat profile in undecorated metal or wood.
- ___ Color must be black, white, gold, silver, or natural wood.

GLAZING

- ___ Painting must be protected with Plexiglas or an acrylic glazing sheet. NO glass. NO “saw tooth” hangers.
- ___ Must Tape the ends of all hanging wire including coated wire.



SHIPPING CHECKLIST:

- ___ 1. Accepted paintings must be shipped in a reusable box via UPS or FedEx including PREPAID return shipping labels. Return labels must include a bar code. NO Will Call Return Labels.
- ___ 2. Shipping artwork in Airfloat, U-LINE or Master Pack boxes is Mandatory. NO other shipping containers are acceptable. No extra shipping material is to be used. NO wooden boxes. NO screws or nails. NO peanuts.
- ___ 3. Print your name boldly on the outer flap for easy recognition for packing.
- ___ 4. Place a copy of your accepted image on the inside lid of your shipping box.
- ___ 5. Pay \$25 Handling Fee through CAFÉ' by May 1, 2024.
- ___ 6. Ship to: **Panama City Center for the Arts**
C/O Anastasia Dengerud
19 E 4th Street
Panama City, FL 32401

ARTIST'S AGREEMENT: (IMPORTANT)

Submission of the entry shall serve as an agreement by the artist that all conditions in this prospectus have been met. SW reserves the right to refuse, upon arrival, any painting of unacceptable quality or damaged in shipment. A painting that does not match the submitted digital image or doesn't meet the presentation guidelines of this prospectus will be returned. 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 SW 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. The Southern Watercolor Society (SW) and its officers and the Panama City Center for the Arts and its representatives and employees are released and discharged of any and all claims made by damage or loss of the painting while in the possession of SW or PCCA. Each artist must carry his/her own insurance for shipping 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 the closure of the exhibit. Suspension of membership privileges for one year will be enforced for the following:

1. Failure to submit an accepted painting.
2. Painting is not an original
3. Submission of artwork other than the one that was juried into the SW Exhibition
4. Submission of a painting already accepted in a previous SW show.

IMAGE SUBMISSION

Artists with dues paid for may submit up to two painting images with a non-refundable entry fee of \$35. No more than one painting per entrant is selected for this exhibition. Acceptance into three exhibitions earns Artist Signature Membership (SW). Acceptance into ten exhibitions earns Life Membership (LM pays no dues).

JPEG IMAGE SPECIFICATIONS:

- File Type: JPEG or JPG
- File Dimensions: 1200 pixels or greater on the longest side.
- File Size: Under 5MB
- File Name: Last Name Title (Smith Joyful Smiles)
- Crop out all matting.
- Correctly orient the image as viewed, vertically or horizontally
- SW reserves the right to reject any juried painting that is noticeably different from the JPEG image or does not comply with entry specifications.

ENTRY METHODS:

All entry applications are submitted online through www.callforentry.org (CAFÉ). A link to the application is also found at www.southernwatercolorssociety.org.

- ___ First, prepare your images for uploading.
- ___ Set up or log into your account with CAFÉ.
- ___ Go to **My Profile** to verify your contact information is correct.
- ___ Go to **My Portfolio** and upload your images.
- ___ Go to **Apply to Calls** and type in on the blank entry line under Call Listings: 47th Southern Watercolor Society Annual Juried Exhibition 2024.
- ___ Read the Prospectus, then select Apply Now to complete the application and pay the \$35 application fee.
- ___ If you have not already paid for your membership through our website, you can also elect to pay the \$30 membership fee along with your application fee.

For **CAFÉ Technical Assistance**, go to www.callforentry/contact-us/ call 303-629-1166 to speak with a "live" person. CAFÉ Technical Assistance is available Monday through Friday, 8:30 am – 5 pm MST.

For all other questions about the prospectus, contact: Michele Tabor Kimbrough: Phone: 850-557-0655 or email: micheletaborkimbrough@gmail.com.

SALES:

Panama City Center for the Arts will charge a 30% commission on all sales of artwork.

ACCEPT/DECLINE

It is your responsibility to check CAFÉ whether you receive an email or not. If accepted, you must accept/decline the invitation. All accepted artists are to refer to this prospectus on preparing accepted artwork for delivery.

A link to the application via CAFÉ can be found on the Southern Watercolor Society's Website,

www.southernwatercolorssociety.org.

CUTTING LINE

**47th SOUTHERN WATERCOLOR SOCIETY ANNUAL JURIED EXHIBITION 2024
COMPLIANCE & PRESENTATION CHECKLIST**

***REQUIRED:** Complete this form with your signature. Separate the form and attach it to the back of the painting on the upper left corner of the accepted painting. Ship to the Panama City Center for the Arts.

Title of the Painting: _____

Artist's Name: _____

Phone: _____ Email: _____

Price: \$_____ VALUE for insurance amount \$_____ NFS_____ (check mark)

I understand that my shipped painting will be rejected prior to installment if it does not comply with the prospectus. Thank You, Southern Watercolor Society Board of Directors

Your Signature: _____