



PROSPECTUS

2024 MID-ATLANTIC REGIONAL WATERCOLOR EXHIBITION

LOCATION

Arts Barn and Kentlands Mansion Galleries, 311 and 320 Kent Square Road, Gaithersburg MD 20878

CALENDAR

- **Exhibition:** October 11, 2024 - January 5, 2025
- **Entries accepted:** June 7, 2024 - August 7, 2024
- **Notification to artists:** August 30, 2024
- **Receipt of accepted work:** October 7, 2024, 10am-2pm
- **Russell Jewell workshop in Columbia, Maryland:** October 8-10, 2024 (details will be on www.baltimorewatercolorsociety.org as they become known)
- **Reception and awards presentation:** November 10, 2024 2pm-4pm

ENTRY FEE for one or two images (only one entry per artist may be selected for exhibition):

- \$45 for nonmembers
- \$30 for BWS members using coupon code
- \$20 for art students meeting eligibility criteria using coupon code
- \$5 optional paper catalog purchase or donation to the production of the online catalog

A PDF version of the exhibition catalog will be sent to all entrants. BWS members have an ongoing annual option to receive paper versions of the catalog. Non-members who wish to receive a paper version of the catalog will be given the opportunity to request one during the application process.

AWARDS

Gold Medal \$1,500

Silver Medal \$1,200

Bronze Medal \$1,000

Determination of the full spectrum of Mid-Atlantic awards is in-progress and expected to be similar to last year's awards which totaled more than \$15,000 in cash, gift certificates and merchandise.

JUROR OF SELECTION AND AWARDS

We are excited to announce Russell Jewell (AWS, NWS, TWSA, ED.D) as the juror and workshop instructor for the BWS 2024 Mid-Atlantic Regional Watercolor Exhibition.

Russell is an internationally recognized plein air painter with signature memberships in the American Watercolor Society, National Watercolor Society and The Transparent Watercolor Society of America. His work has traveled with the American Watercolor Society exhibition. Russell's accomplishments include a doctorate in Art Education from the University of Georgia and a Fulbright Memorial fund scholarship to Japan. His most recent awards include: 2023 Best of Show at Edisto Island Plein Air, 2023 First Place at Quick Draw Mountain Maryland Plein Air, and 2023 Best Boat Painting at Gloucester Arts Festival. In October 2023 Jewell judged the Georgia Color Plein Air Competition sponsored by Olmsted Plein Air. Russell is represented by Wells Gallery at the Sanctuary on Kiawah Island, SC. His art and writing were published in a feature article, "Under the Sicilian Sun" in Plein Air Magazine, October/November 2023.

Additional information can be seen at: russelljewell.com.

ELIGIBILITY

All BWS Signature and Life members may enter regardless of place of residence. Other artists must reside in one of the following: Delaware, District of Columbia, Maryland, New Jersey, New York, Pennsylvania, Virginia or West Virginia. Artists must be 18 years of age or older.

Entrants under the student category must be art students enrolled in a degree or certificate program, who are not members of BWS. Information on the student's art program and institution will accompany the artist's name throughout the exhibition and publicity process.

ARTWORK REQUIREMENTS

All entries must be original paintings, entirely the work of the entrant, and free from any copyright infringement. No class or workshop paintings. No copies or likenesses of other artists' work. Compositions based on photographs must use photos taken by the artist or set up and taken under the sole direction of the artist.

Entries must have been completed within the last five years and NOT previously exhibited in prior BWS Mid-Atlantic exhibitions.

Works must be watermedia paintings on natural or synthetic paper, paperboard, clayboard, or equivalent. Paper may be mounted to a rigid smooth substrate using archival materials. No canvas.

Although acrylic and acrylic mediums are permitted as forms of watermedia, the expectation is that they be applied in a fluid manner, not in thick, impasto applications. Collage elements are permitted, but must be original work executed on watermedia paper.

No side of the painting visible within the mat can be less than 10 inches. Frames must not exceed 48" in either height or width.

PRESENTATION

All paintings must be framed in wood or metal. Mats, if used, must be plain white, cream or light gray with an optional colored liner. Glazing (glass), if used, must be Plexiglas for shipped paintings and for works larger than half-sheet (approx. 333 square inches). Floated paintings must use spacers. Works varnished before framing will not require glazing. Backing must be archival. Framing must be professional in appearance with clean mats, frames without visible damage, and clean glazing without noticeable scratches. Works must be ready to hang with taut wiring attached to the frame no lower than 1/3 of the height from the top of the piece. Poorly matted or framed works are subject to disqualification.

NOTIFICATION

Selected entries will be posted no later than Sept 2 at www.baltimorewatercolorsociety.org. All entering artists will receive email notification. Artists whose work is selected will receive detailed instructions.

DELIVERY OF SELECTED WORK

If unable to hand-deliver on Oct 7 (10AM-2PM), you will receive detailed shipping instructions. Artists will be responsible for shipping costs and prepaid return shipping. A \$25 handling fee will be charged for unpacking and repacking shipped paintings. Shipped paintings must be timed to arrive on Sept 26 or 27, 2024.

Unsold artworks must be picked up Jan 6, 2024 10am-noon at the gallery or shipping arrangements made in advance.

SALES

Paintings must be for sale. Sales inquiries will be coordinated by Kentlands gallery staff. A 35% commission will be taken on all sales (30% for the gallery, 5% for BWS). Paintings should be priced to include framing and sales commission.

USE OF SELECTED WORKS

In submitting work for consideration, all entrants give permission to BWS and the host gallery to use images of selected works for publicity, education, and reproduction in the catalog.

BWS MEMBERSHIP

Interested? Go to baltimorewatercolorsociety.org

QUESTIONS

Questions may be sent to the Mid-Atlantic Regional Exhibition Chairs at midatlanticexhibit@baltimorewatercolorsociety.org

ENTRY SUBMISSION PROCESS USING www.CallforEntry.org (CaFÉ)

1. Create an account on www.CallforEntry.org if you do not already have one

The artist accounts are free. There are excellent instructions for creating the account and preparing your images, and applying to calls for exhibits. Use the following links:

<https://www.callforentry.org/getting-started-on-cafe-an-ultimate-guide-for-artists/>

<https://www.callforentry.org/artist-help-cafe/how-to-apply-artists/>

2. Prepare your image

Take the best photo of your painting following the instructions on the BWS website or one of the many instructions available online. The image file should have correct color balance, be cropped to show ONLY the painting, and sized to be at least 1920 pixels on the longest side. The file must be under 5MB.

3. Sign into your CaFÉ account and upload your images into MY PORTFOLIO

You may consult this link for further instructions about uploading images:

<https://www.callforentry.org/artist-help-cafe/uploading-media/>

You may enter the name of your painting as you wish it to be in the exhibit. The dimensions are that of the painting itself, not the frame. Remember the 10" minimum requirement for the smaller side of your work and the 48" limit on the planned frame dimension.

4. Select APPLY TO CALLS and search for 2024 Mid-Atlantic Regional Watercolor Exhibition

Enter the information in the form, selecting the image or images from your already uploaded portfolio.

5. Pay the entry fee via CaFÉ-provided options

Note: CaFé will not permit any image changes, replacements or refunds after submission.

ADDITIONAL RULES AND TERMS

BWS reserves the right to review all entries for conformance to specifications outlined in the prospectus. All paintings must be for sale, be priced at your current market value, and committed to the exhibition for the duration. Accepted artwork may not be offered for sale in another exhibition during the scheduled time for this exhibition. No price changes will be allowed.

The City of Gaithersburg (owner of the Kentlands gallery) reserves the right to refuse any artwork it considers inappropriate for exhibition in its facilities and not suited for viewing by all age groups. Any wording/visual elements that may be deemed offensive are not allowed in this facility. Nudes must be pre-approved. Works exhibited are

subject to the approval of the Arts and Events Division Chief, Arts Administrator and Gallery Program Coordinator.

6% Maryland sales tax will be applied to all sales and will be the artist's responsibility to remit via standard procedures (guidelines will be provided).

Although the utmost care is taken in handling paintings, neither the Baltimore Watercolor Society, BWS representatives, nor the Arts Barn and Kentlands Mansion Galleries will be responsible for loss or damage, **WHATEVER** the cause. Artists are encouraged to carry their own insurance.