



**UTAH WATERCOLOR SOCIETY**  
**2016 Fall Member Exhibition**  
**October 7 – November 5, 2016**  
**Loge Gallery, Simmons Pioneer Memorial Theatre**

**PROSPECTUS**

***Online Registration (REQUIRED) August 1 – September 1, 2016 (8 PM)***

***Please read carefully. Keep this prospectus for information needed at a later time. Please follow instructions carefully. No images or entries will be accepted after 8 PM, September 1, 2016. An entry cannot be accepted if entry details, digital images, and fees are not received by the deadline for entries. No entry fees will be refunded.***

***Artists: Simmons Pioneer Memorial Theatre will require a signed contract when painting(s) is/are delivered to the Loge Gallery. If you are having someone deliver your painting(s), please give this person a signed statement to allow him/her to sign the contract for you. If a painting is sold, the artist will need to fill out a W9 Form. This can be filled out at delivery on October 1<sup>st</sup>, or at the gallery on November 5<sup>th</sup>. The W9 Form is also available for download on the Resources Page of the UWS website [www.utahwatercolor.org](http://www.utahwatercolor.org). All paintings must be for sale.***

For this exhibition, the Utah Watercolor Society (UWS) will be using a highly secure, online, juried art show system to manage the exhibition. Personal information input, entry fee payment, image upload, juror's selection, and artist notification will all occur within the web application provided by [ArtCall.org](http://ArtCall.org).

**Fall Member Exhibition Entry Details**

Each UWS member may submit up to three (3) entries. **Online registration is required.**

Entry fees. UWS members only - \$20 per entry. No refunds can be issued once an entry payment is received.

Jurying for entry will take place online. Jurying for awards will be completed after the works are delivered to the gallery venue. The Juror will select 75 paintings to show.

In order to accommodate a small venue and accept as many paintings as possible, the largest image size accepted will be 484 square inches (22"x22" maximum), with **longest image side not greater than 22 inches, and mat width not greater than 4 inches**. Smallest image size will be 140 square inches.

All paintings **must be framed**. No gallery-wrap presentations without frame will be accepted.

All paintings **must be for sale**.

Artists are encouraged to submit a short artist's statement and biography, during online entry. The artist's statement is about the work; the biography is about the artist. Keep both descriptions to three sentences or less.

During online entry, provide painting title, category (painting surface), medium, size, price, and image for each entry.

**Exhibition Venue**

**Loge Gallery, Simmons Pioneer Memorial Theatre**

300 South 1400 East

Salt Lake City, UT 84112

Exhibition Dates: October 7 – November 5

Gallery Hours: 10 AM to 6 PM Mon. through Sat. and during show times for patrons. Matinee Sat. and Wed. at 2PM.

**Calendar of Events**

Aug 1 Online Registration opens

Aug 25 Last day for Exhibition Chair to *receive* check payments

Aug 25	Last day to receive online entry or image-sizing assistance (for details, see below)
Sept 1	Online Entry deadline; 8:00 p.m., including entry details, payment, and digital image
Sept 16	Jury notification by email
Oct 1	Drop off 4:00-7:00 p.m. – Visual Art Institute, 2901 Highland Dr., SLC
Oct 2	Iain Stewart Juries Exhibition Paintings
Oct 7	Opening Reception and Awards Ceremony; 6:00-9:00 p.m., Simmons Pioneer Memorial Theatre Loge Gallery
Nov 5	Last Day of Exhibition
Nov 8	Painting pickup 10:00 a.m. – 2:00 p.m. at Simmons Pioneer Theatre Loge Gallery

### Juror

Iain Stewart

Iain Stewart holds signature status in the American Watercolor Society (AWS) and the National Watercolor Society (NWS). His work has received numerous awards in international competition. In addition to working as a fine artist and workshop instructor, Iain is an architectural illustrator with an international clientele; and an Adjunct Professor at Auburn University where he teaches Architecture in Watercolor. He maintains a studio in Opelika, Alabama, and travels throughout the United States and several European countries conducting watercolor workshops.

### Terms and Conditions for Entry

- Open to all UWS members. Participants are limited to a total of three (3) entries. No refunds once payment is received.
- All work must be original. No work produced under instruction or in a workshop, or copies of another's work or recognizable use of another's copyrighted intellectual property will be accepted.
- Must have been completed within the last two years, and not have previously been exhibited in a juried exhibit sponsored by the Utah Watercolor Society.
- All works must be rendered in water media. Artists are encouraged to paint on watercolor paper or canvas, clay board, or other experimental surfaces. Work may be varnished or glazed for surface protection.
- No water-based oils. A work that is primarily collage must use water media paper painted by the artist. A work that is mixed media/collage must use at least 80% water-based media in conjunction with other media, such as pastel, crayon, printed collage papers, and found papers. These "other media" may not be the dominant element. No work with 3-dimensional found objects or digital art will be accepted.
- **Entries:** largest image is 484 (22"x22") square inches, with **longest image side not greater than 22 inches**, and **mat width not greater than 4 inches**. Smallest image is 140 square inches. (Multiply height times width to get square inches). Simple frames are recommended.

Examples:     A 10"x14" painting is 140 square inches. Correct size.

                  Half sheet watercolor painting: 15x22 inch image is 330 square inches. Longest side is 22 inches. Correct size.

                  A 9x12 inch painting is 108 square inches. Too small; will not be accepted.

                  Full sheet watercolor paper; 22x30. One side too large; will not be accepted.

- Work selected for the exhibition must remain for the duration of the show. Artists may not substitute another work for an accepted work nor withdraw the work once accepted. Works selected by the Juror and not delivered to the Exhibition venue are considered withdrawn. Artists who withdraw work may not enter future any UWS sponsored exhibitions for two years. By entering this show you grant permission to use your artwork image in publicity.
- **A commission of 30%** will be deducted from all sales. No changes in price or other entry details can be made after the submission deadline. By entering this show, the artist enters into contract with the gallery, which will be the acting agent for the sale of their artwork. **All work must be for sale.**
- UWS reserves the right to refuse, upon arrival, any piece for unacceptable quality not discernible in the digital image, improper framing, or damage caused by shipment. The UWS volunteer's and Juror's decisions are final.

- **Framing:** Accepted paintings **must be framed** and ready to hang with wire supports. Paintings may be floated. For this show, colored mats are acceptable. Stable backing material required. No gallery-wrap presentations. Glass, Plexiglas and/or mat are acceptable but **not** required. Paintings presented without Glass or Plexiglas must have a protective coating or varnish applied. Work submitted without a frame will not be accepted. Any work presented with unstable or unprofessional framing, will not be accepted. Refer questions about what constitutes professional framing to the Exhibition Coordinator.
- All pieces must have the printed label generated by the ArtCall system for each entry. To print the label, log in to your ArtCall account, via [www.uws2016fall exhibition.artcall.org](http://www.uws2016fall exhibition.artcall.org). On your main login page, click the print icon associated with each entry (in the info column). Print the submission attachment. Detach the first section and attach it to the hanging wire. Complete instructions for all three label are on the submission attachment form itself.
- See “Calendar of Events” for artwork delivery and pickup information. **Handling and storage fees will be assessed on paintings not retrieved on time.** A \$20 minimum charge will be assessed for **each painting** not retrieved on time (a \$15 handling fee, plus a \$5 storage fee). An additional \$5 charge will be assessed each week each painting is not retrieved. Artists not able to retrieve paintings on specified dates must make arrangements for someone else to pick up the work.
- While utmost care will be taken in handling entries and artwork, neither UWS nor its representative will be responsible for damage or loss from any cause.
- Artists who sell paintings will be asked to complete a W9 form for the gallery. The form can be downloaded from the resources page of the UWS website, [www.utahwatercolor.org](http://www.utahwatercolor.org). *All paintings must be for sale.*

## **Directions for Online Entry**

**Step 1: Capture Painting Image(s):** Before beginning registration, you will need a high quality digital image for each painting. **Do not** include mat or frame in your submitted image. Set your digital camera or personal device to a high quality setting to take the photo. If using a newer model cell phone camera, recommend transferring a LARGE image to your computer for adjustment. Open, level, crop and adjust your image as appropriate. You may need to adjust the longest side of your image to **no MORE than** 4600 pixels (no less than 1920px). Save your image(s) in a memorable file or location for later retrieval. Limited image assistance is available **before Aug 25, 2016**. See “Calendar of Events” and contact information below for details.

**Step 2: Establish User Account:** When ready to enter the exhibition, come to this website [www.uws2016fall exhibition.artcall.org](http://www.uws2016fall exhibition.artcall.org) and select “**Register**” (green button in the upper right of your screen) to create your unique user account. **Previous UWS exhibition accounts will NOT work on this art call. You must establish a user account for each unique exhibition art call.** Follow the prompts to enter your name, contact information, membership status, biography, etc. After establishing your user account, input your email address and password to Login (click the blue login button in the upper right of your screen). All Entrants must have a valid email address to enter. **Remember: Your user account is unique to this art call for 2016 UWS Fall Exhibition and does not carry over to another art call.**

**Step 3: Payment:** ArtCall requires payment before submitting entry details and uploading images. You can pay your using a credit card on this same secure site. You may pay for all entries at once, or submit one at a time. Contact the Exhibition Coordinator if payment by check is your only option (**August 25th is the deadline for receiving check payments**).

**Step 4: Entry Details:** After paying, follow the prompts to input your entry information for title, category, media, size, price, and artist’s statement. If you are entering multiple works for consideration, enter painting details for all entries. The entry fields have gray letters showing examples. Click in the box and type in your own information. **Note: Paintings must be for sale! You must input a price.** You can edit all entry information up until the entry deadline by logging back into your account.

**Step 5: Upload Image(s):** Lastly, upload your high quality image(s) from your computer, smart phone, or other personal device. Size specifications will be displayed for your convenience. If your image does not meet the required specifications, the program will tell you immediately so that you can make adjustments. Once your image upload finishes, you are done with that entry.

**Step 6: Verify your entry:** After uploading your image(s), click the blue "Verify Your Entry" button at the bottom left of your screen. This will take you back to your main login page. You should see an icon-sized view of your submitted image. Repeat for additional entries. You will be able to make changes to your submissions up until the entry deadline.

**Step 7: Edit/Change your Entries (Optional):** To later edit your entry or entries, come back to this same website [www.uws2016fall exhibition.artcall.org](http://www.uws2016fall exhibition.artcall.org) and click the blue "login" button. Enter your email and password to open your user account. **Warning!** If you wish to change an entry, select the "edit" option to change entry details. If you want to change the image, select the red trashcan option **under the image**, then upload a new image. **Do NOT delete the entire entry** (trashcan on the far right). If you inadvertently click the wrong trashcan button, you will be given a warning and asked if you wish to continue. Select "Cancel." To reenter a deleted submission, please contact the Exhibition Co-chair(s) (see below). **No entry fee refunds will be issued once payment is received.** To edit entry detail, click action icon located on the far right of the entry.

*Note: Recommend entering early to give yourself enough time to allow for unexpected issues. With this automated system, the submission deadline is absolute and not flexible. No changes to any entry details can be made after the submission deadline.*

Entrants are responsible for capturing their own entry photographs. For assistance in online entry and image processing, contact the UWS Fall Exhibition Coordinator Mary Pusey at (801) 558-5865, [mary.pusey@comcast.net](mailto:mary.pusey@comcast.net), **before August 25, 2016. Still have questions?** Contact Mary Pusey at the same contact information above.