



**UTAH WATERCOLOR SOCIETY**  
**2016 Small works Exhibition**  
**Jul 15 – Aug 13, 2016**  
**Alpine Art and Frame, Salt Lake City, Utah**  
**PROSPECTUS**

***Online Registration (REQUIRED) May 4– June 12, 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, June 12, 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.***

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).

**Small Works Entry Details**

Each participant may submit up to two (2) entries. **Online registration is required.**

Entry fees. UWS members - \$12 per entry. No refunds can be issued once an entry payment is received.

A total of 80 paintings will hang. Some submissions may be juried out. Jurying for entry will take place online. Every attempt will be made to select at least one entry from each submitting artist. Jurying for awards will be completed after the works are delivered to the gallery venue.

All entries must be 144 square inches or less, including frame.

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

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**

Alpine Art and Frame  
430 E South Temple  
Salt Lake City, UT 84111  
(801) 355-1155  
[www.alpineartinc.com](http://www.alpineartinc.com)  
Hours: M-F 9 am – 5:30 pm: Sat 10 am - 3 pm  
Exhibition Dates: Jul 15 – Aug 13

**Calendar of Events**

- May 4 Online Registration opens
- Jun 3 Last day for Exhibition Chair to *receive* check payments
- Jun 3 Last day to receive image-sizing assistance (for details, see below)
- Jun 12 Online Entry deadline; 8 PM, including entry details, payment, and digital image
- Jul 7 1<sup>st</sup> Painting drop off opportunity; 4-7pm – Visual Art Institute, 2901 Highland Dr., SLC
- Jul 8 2<sup>nd</sup> Painting drop off, 10am – 1pm at Alpine Art and Frame, 430 E South Temple, SLC
- July 15 Opening Reception and Awards Ceremony; 6-9pm, Alpine Art and Frame
- Aug 13 Last Day of Exhibition
- Aug 15 Painting pickup 10-2pm at Alpine Art and Frame



Juror

Diana Gardiner

Assistant Professor and Adjunct Faculty for the Colleges of Fine Art and Architecture at the University of Utah, Diana Gardiner serves as the sole watercolor instructor in the Painting and Drawing curriculum, teaching inspiring watercolor classes for over 20 years. Diana has won many awards and recognitions for her art, including Best of Show at the Springville Museum of Art, Spring Salon – Utah’s most prestigious award. She is known for her pioneering adaptation of watercolor collage for presentation without glass.

Terms and Conditions for Entry



- Open to all UWS members. Participants are limited to a total of two (2) 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.
- All paintings **must be framed**. 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.
- Entries may be no larger than 144 square inches (in<sup>2</sup>), including frame. To determine eligible size, multiply the height by the width of the framed piece. Measure the **outer** dimensions of your framed piece. The resulting number must 144 square inches or less. Examples:
  - 1) **Eligible:** A 5”x7” painting in a 8”x10” mat (frame opening), will likely be in a frame measuring 10”x12” outer dimensions = 120 in<sup>2</sup> (okay).
  - 2) **Eligible:** An 8”x10” painting, framed **without a mat** in an 8”x10” frame opening, will likely be in a frame measuring 10” x 12” outer dimensions = 120 in<sup>2</sup> (okay).
  - 3) **Not eligible:** An 8”x10” image in a 11”x14” mat (frame opening), will likely be in a frame measuring 13”x16” outer dimensions = 208 in<sup>2</sup> (too large).
  - 4) **Not eligible:** An 8”x10” painting on gallery wrap canvas, without a frame.
- 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. Artists who do withdraw work may not enter future UWS shows for two years. By entering this show you grant permission to use your artwork image in publicity.
- **A commission of 35%** 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. Artists may also enter work that is not 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 juror’s decision is 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. Work submitted without a frame will not be accepted.
- All pieces must have a label on the back with Artist’s first and last name, title of the painting, telephone number and email address, and price (optional).
- 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 painting is not retrieved. Artists not able to retrieve paintings on specified dates must make arrangements for someone else to pick up the work. Please do not call exhibition coordinator for this service.



- 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. Click this link for a [blank W9 form](#). The form also can be downloaded from the resources page of the UWS website, [utahwatercolor.org](http://utahwatercolor.org). *If accepted entries are not for sale, entrants must provide a painting value for insurance purposes to the exhibition venue during painting(s) drop-off.*



### **Directions for Online Entry**





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 LARGE image 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 sizing assistance is available before June 3, 2016. See “Calendar of Events” and contact information below for details.

When ready to enter the exhibition, go to <https://uws2016smallworks.artcall.org> and select “Register”  , (upper right of the screen) to create your unique user account. After establishing your user account, input your email address and password to login. All Entrants must have a valid email address to enter. This user login is unique to this art call for 2016 UWS Small Works Exhibition.

**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 two entries at once, or submit one at a time. Contact the Exhibition Chair if payment by check is your only option (June 3rd is the deadline for **receiving** check payments).

After paying, follow the prompts to input your entry information for title, category, media, size, price, biography and artist’s statement. If you are entering multiple works for consideration, enter painting details for all entries. ***Note: If your painting is not for sale, leave price field blank.***

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, select “Done. Enter submission.” Repeat for additional entries. You will be able to access and make changes to your submissions up until the entry deadline. Once finished, you can verify your entry from your main login page. To later edit your entry or entries, go back to the same website 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, you will be charged again. ***No entry fee refunds will be issued once payment is received.***

*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, including price, can be made after the submission deadline.*

For image sizing assistance (UWS members only), contact the UWS Exhibition Image Assistant, Terrece Beesley, via email, [terrece@comcast.net](mailto:terrece@comcast.net), before June 03, 2016. Entrants are responsible for capturing their own entry photographs. UWS will sponsor **image sizing** assistance only.

**Still have questions?** Contact the Exhibition Co-Chairs, Barbara Kidd at (801) 502-7707, [barbarakidd@comcast.net](mailto:barbarakidd@comcast.net), or Colleen Reynolds at (801) 560-2554, [colleencrbe@q.com](mailto:colleencrbe@q.com).