

## **NMWS Spring 2024 ANNUAL Exhibition**

**Expo New Mexico • Fine Arts Gallery**

**300 San Pedro Drive NE, (Gate 3 Entrance) Albuquerque, NM 87108**

**Entries Accepted : February 1, 2024 – March 8, 2024 MDT**

**Opening Reception & Awards Ceremony: Saturday May 4, 2024, 1-4 pm MST**

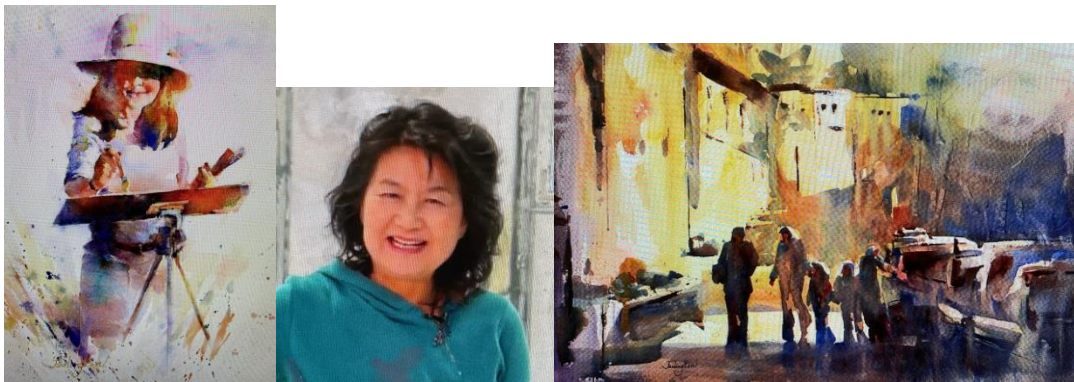
**Exhibition Open to the Public: Saturday May 4, 2024 – Saturday May 25, 2024 Thursdays through Sundays**

### **About The Exhibition**

This year's show will feature both standard and small work water color and water media paintings.

**NMWS membership is required for entry in the NMWS Spring 2024 Show.** Dues must be paid in full before submitting to the call for entry and remain current throughout the show.

### **Standard Works JUROR and JUDGE Fealing Lin**



Fealing Lin is an award winning watercolorist from San Marino, CA, who was born in Taiwan. She combines impressionistic strokes and semi-abstract techniques to elicit life and movement in her portrait and landscape works. She is totally spontaneous in the pursuit of traditional watercolor transparency which is the 'glow' from the white paper that emerges through the paint once a fusion occurs from the application of wet onto wet. She was an annual guest instructor at Yosemite National Park for more than 10 years, and teaches throughout the US. She is a signature member of the National Watercolor Society, Transparent Watercolor Society of America, Watercolor West, San Diego Watercolor Society, and the Missouri Watercolor Society. She has won numerous awards in many national exhibitions including NWS, WW, TWSA, Brand National Audubon, San Diego, and many others. Her work appears in many books and magazines. Her self-portrait is featured on the cover of recently published *Watercolor Secrets*.

## Small Works JUROR and JUDGE Ruth Vreeland



Ruth Vreeland is an award winning watercolorist originally from Fresno, Ca. As an art major in college, she had a lengthy successful career as a graphic designer in her adopted state of New Mexico where she has lived for 43 years. She taught graphic design and desktop publishing for several years at a local art college. She originally painted in oils but has almost completely transitioned to watercolor. She teaches a variety of watercolor techniques, using water as the moving vehicle to carry the pigment into unexpected places, uses a 'trompe l'oeil' technique for painting with photographic realism, and prefers still life and portraiture at this point. She loves the subject matter offered by the Southwest. She has sold paintings all over the country and currently exhibits in a variety of locations including one currently in the San Diego Watercolor Society International Exhibit. . She is on Faculty of the New Mexico Art League.

### Exhibition Requirements

- NMWS Membership is required to enter this show. Dues must be paid in full before submitting your entry and remain current throughout the show. To join or register, log in to [New Mexico Watercolor Society \(nmwatercolorociety.org\)](http://NewMexicoWatercolorSociety.org)
- All submitted paintings must be original and must have been completed within the last two years from the entry deadline. Submitted artworks completed prior to March 8, 2022 will be withdrawn from jury consideration and shall not be replaced with another entry.
- Each artist may enter up to 3 original paintings for standard entries, and up to 3 for small works.
- All accepted paintings must be for sale. The minimum price for small works is \$50, and minimum price for standard works is \$200. Gross receipts tax (GRT) will be added to the sale price.
- NMWS will withhold 30% of the sale price for handling sales and taxes.
- Watercolor must be the dominant medium though some minor use of other water media may be acceptable. You must specify all media used in your entry.
  - Gouache, egg tempera, casein, watercolor pencils, watercolor crayons, fluid acrylics, and water soluble inks are acceptable.
  - Texture may be created by using a thin layer of white paper collage or gesso but not by thick application of any other media (impasto).

- These are permitted: cotton rag paper or board, undyed oriental papers, Yupo, Aquabond, Gessobord, Claybord.
- These are prohibited: heavy body acrylic, gel medium, water based oils, three dimensional objects, commercial papers, computer generated art, encaustic, wax, woven material, built up textured materials, canvas, watercolor canvas.
- Exhibited works must have a professional presentation, be suitably framed, and ready to hang with picture hanging wire. No name plaques may be attached.
  - ⇒ For standard work paintings, the picture hanging wire must peak at 3.5" from the top edge of the work.
  - ⇒ For small work paintings, the picture hanging wire may peak at any height that provides suitable stability.
  - ⇒ All accepted paintings must be framed in metal or wood frames. If a mat is used, it must be white or off white. Color inner mats are acceptable.
  - ⇒ Plexiglass is permitted, but no glass.
  - ⇒ Alternative presentations are allowed utilizing foam core mount or dry mounting, and varnish or wax covering for painting and mats if used. Details for alternative presentations are found below.
- By entering, you guarantee that your entries are original, completed in the past 2 years, and do not violate copyright law. All artworks entered must be executed solely by the entering artist. Works produced from copyrighted materials (i.e., published materials, photographs, or other artworks) or during a workshop or class are ineligible.
- Artwork done under the guidance or advice of an instructor is not eligible for entry.
- You may not enter works accepted or shown in National Shows, Western Federation, MasterWorks of New Mexico, or any NMWS shows in the past.
- Your painting must be available during the entire show (May 4-May 25, 2024). Any artist withdrawing one or more pieces after acceptance into the exhibition will be disqualified from exhibiting all his/her paintings in the current and following two NMWS exhibitions.
- The artist retains the copyright for his/her image(s). However, by submitting to this show, the artist agrees to NMWS's use of the images for publicity, promotion, and archival purposes.
- Accepted artists (living within 75 miles by Google maps from the Fine Arts Building) must volunteer for show hosting during the exhibition for at least one 3-5 hour period. If unable to host, another responsible person may substitute in your place or you must pay a fee of \$50. Complete information on hosting will be distributed by email to volunteers.

## Standard Work Painting Requirements

- The minimum sales price for standard work paintings is \$200.
- The maximum unframed painting size is 30" wide and 38" high.
- The maximum framed painting size is 38" wide by 46" high.
- The minimum unframed painting size is 80 square inches (width x height), which is equivalent to a 8"x10".
- Each artist may submit up to 3 images for selection into the show through ArtCall.
- Up to 2 standard works may be selected for exhibit from each artist. Selected standard sized paintings may count towards Signature status. (Refer to Signature Guidelines)

## Small Work Painting Requirements

- Minimum sales price for small work paintings is \$50.
- The maximum unframed painting size is less than 80 square inches (width x height).
- The minimum unframed painting size is 1" on any side.
- The maximum frame plus mat width is 3" per side.
  - For example, a framed 4"x6" painting may not exceed 10"x12" framed.
- Each artist may submit up to 3 images for selection into the show through ArcCall.

## Entry Submission and Entry Fees

- **All entries must be submitted through the entry application, ArtCall.org, linked on the NMWS website.**
- Log into the NMWS website [New Mexico Watercolor Society - \(nmwatersociety.org\)](https://nmwatersociety.org) and enter the ArtCall website using your ArtCall credentials.
- Do you want to use ArtCall for the first time? <https://artcall.org/users/sign-up>  
Directions on entering using ArtCall can be found here <https://nmwsspring24.artcall.org/submissions>  
Once you have an Art Call Account, log in and click the green **Video Tutorial** button upper left
- Click Add New Submission to enter your works.
- Select Standard or Small for each entry. You may enter up to 3 paintings for each category.
- Entry fees are \$35 for the first painting of either size, \$10 for each additional painting regardless of category. If you enter all 6 it will be \$85.
- You will need to pay online using a credit or debit card, no checks are accepted.
- There are no refunds.
- You may change your entries up to 4 pm MST on Friday March 8, 2024.
- You will be notified of acceptance or rejection before 5 pm MDT March 23, 2024.
- Accepted artists will be sent detailed instructions on how to log in to ArtCall and create a label and claim ticket for each painting which **is required** at drop off and pick up.

## Digital Image File Specifications

- Manipulation: Cropped to show the artwork image only
- File format: JPEG
- Size: 1920 pixels maximum on the longest side and 540 pixels minimum on the shortest side (ArtCall specifications)
- Suggested resolution: 300 dpi
- File name: Painting title, 25 characters or fewer including spaces.

## Alternative Presentations and Framing Requirements

- All artwork must be securely attached to the foam core with archival adhesives, or dry mounted. Backs must be sealed/finished.

- Varnished or Waxed works must be free of debris and clear without lint, hair, flakes, or dust. No hazy varnish or heavy visible brush strokes.
- Varnished or Waxed works do not require mats, but any mat used must also be varnished, including the bevel. Presentation of unprotected or unsealed paper or mats with any painting is not permitted.
- The inside edges or the mat next to the image should be secured to the foam core with “double sided” tape the entire window perimeter to avoid any gaps. NO GLUES.
- Each varnished or waxed entry will be inspected by the Exhibition committee. If it does not meet the standards listed above it will be removed and disqualified.
- Shallow supports consist of works on approved supports less than 1” deep (boards or panels), must be framed inside a “floater” frame or a regular frame with or without Plexiglas. Deep supports consist of 1”-2 1/2” thick, ready to hang cradled Aquaboard, Gessobord, Claybord or hardwood panels with allowable paper securely attached and sealed with varnish. If mounting paper to work it is recommended that the paper be protected from the acids in the hardwood support. (Golden recommends 2 coats of GAC-100 to seal bare wood.) Suitable glue such as PVA (polyvinyl acetate) or soft gel (matte) is recommended to mount paper to wood to make it both archival and secure. (see Lineco PVA – Blick Art Materials or Golden Artist Colors, Inc. for supplies)

Do you want to know how to Wax a Watercolor? <https://www.youtube.com/watch?v=RzEch-Ce6LE>

Do you want to know to Varnish a Watercolor? [https://www.youtube.com/watch?v=GU\\_gt6r-T8c](https://www.youtube.com/watch?v=GU_gt6r-T8c)

- Floated & Framed presentation is also acceptable. This is defined as paintings on approved deep or shallow supports or papers, that are unsealed or floated in a frame with or without a mat, behind Plexiglas. This presentation can be used to show off the deckled edges of the paper.

## Delivery of Artworks

- Accepted artworks will be hand-delivered to Expo New Mexico Fine Arts Gallery on Tuesday April 30 from 11 am to 1 pm MDT. Late entries will not be accepted. If you need help getting your framed painting delivered, please contact another member who lives near you, using the NMWS website Membership Directory.
- Accepted artworks may be shipped by FedEx or UPS to NMWS c/o Mail Bank, 1933 San Mateo Blvd, NE, Albuquerque NM 87110. Fees for shipping (make checks payable to Mail Bank: \$60 for one painting in one box, \$40 for each additional painting, \$85 for a crate containing one painting, plus \$40 for each additional painting in the same crate. Include a pre-paid return shipping label.)
- The artwork images submitted through the entry application must exactly match the respective delivered artwork. Any artist delivering a substitute for the original submission will be disqualified from exhibiting all his/her paintings in the current and next two NMWS shows.

## Terms of Artwork Sale

- Sales price plus GRT will be collected at time of sale. NMWS will pay CRS on behalf of artist. NMWS will send payment to the artist at 70% (before GRT) before June 30, 2024.
- NMWS will handle all sales and collect all associated payments from buyers, including New Mexico Gross Receipts Tax. Buyers will pay all packing and shipping charges, insurance costs, and handling expenses incurred for the sale, shipping, and delivery of their purchased artwork.
- Artwork sold during the exhibition may be taken by the buyer at the close of the show on Sunday May 26, 2024 from 10-1 pm. The buyer will receive a receipt to bring for pick up.

- Any artist who sells an exhibited artwork without going through NMWS will be disqualified from exhibiting all his/her paintings in the current exhibition and the following two NMWS Exhibitions.
- NMWS has the right to refuse or disqualify any artwork that fails to meet eligibility, entry, and exhibition requirements or deemed inappropriate for public viewing.
- Exhibiting artists are responsible for insuring their work during transit and exhibition.
- The New Mexico Watercolor Society, Expo New Mexico, their agents, employees, volunteers, and anyone working on the exhibition will NOT be held responsible for any theft, loss or damage of any artwork in the exhibition or during shipping.
- An artist's entry submission and payment constitute acceptance of all conditions and terms in this prospectus.
- Accepted works may be used for website or promotional materials for this or future exhibitions.

## Calendar of Important Dates

Event	Date / Time	Location
Prospectus available	January 1, 2024	NMWSwebsite
Entries accepted though ArtCall.org	February 1, 2024 – March 8, 2024 5 pm MST	NMWSwebsite
Artworks juried by Jurors	March 10, 2024 – March 17, 2024	ArtCall.org
Notification of jury selection by email	March 23, 2024 5 pm MDT	ArtCall.org
FedEx or UPS delivery of standard works	Monday April 29, 2024	Mail Bank
Hand delivery of accepted artworks	Tuesday April 30, 2024 11 am - 1 pm MDT	Expo NM
Show judging by Judge of Awards	Tuesday April 30, 2024 2-4 pm MDT	Expo NM
Exhibition hours	May 4, 2024 – May 25, 2024 Th, Fr, Sa, Sun 10-4 MDT	Expo NM
Opening reception and awards ceremony	Saturday May 4, 2024 1-4 pm MDT	Expo NM
Exhibition ends	Saturday May 25, 2024 4 pm MDT	Expo NM
Pickup of sold and unsold artworks	Sunday May 26, 2024 10 am-1 pm MDT	Expo NM
Return of unsold works that were shipped	May 31, 2024	Mail Bank
Payment sent for sold artworks	June 30, 2024	Mail

## HELP AND CONTACT INFORMATION

- For membership information about NMWS and other events, visit [New Mexico Watercolor Society - HOME \(nmwatersociety.org\)](http://nmwatersociety.org)
- Do you want to know how to use ArtCall for the first time? <https://artcall.org/users/sign-up>  
Directions on using ArtCall can be found here <https://nmwsspring24.artcall.org/submissions>  
Once you have an Art Call Account, log in and click the green **Video Tutorial** button upper left
- For questions about Art Call, preparation, sizing, fees and payments, email Spring Show File Manager Sally Harris [taki888@yahoo.com](mailto:taki888@yahoo.com).