



Tallahassee Watercolor Society's
2010 Brush Strokes

Annual Members' Juried Water Media Exhibition

October 22 through November 26, 2010

Mary Brogan Museum of Art and Science

Awards Reception, Sunday, October, 24, 2010: 2:00 pm – 5:00 pm

Artist Eligibility.

All current members of the Tallahassee Watercolor Society with dues paid by March 31, 2010 are encouraged to enter.

Work Eligibility.

Artists must enter **two** original water based media paintings executed in an aqueous manner on paper or paper mounted board, clay board or Yupo paper, all unvarnished. Air brush renderings and canvas board are not acceptable. Collage is acceptable if the majority of the painting is watercolor.

Paintings must be original; no copies of work, including published photographs and paintings by persons other than the artist. They must be completed without supervision by an instructor in a class or workshop.

Paintings must be executed after January 1, 2007. Framed works may be no larger than 5 feet on a side, and the painted images no smaller than 10 inches on a side. Diptychs and triptychs will not be accepted unless they are in one frame. Works previously shown in any Tallahassee Watercolor Society exhibition are not eligible.

Award Selection.

The juror will select works for the show from submitted digital photos. Awards will be chosen by the juror from actual paintings. No more than one prize will be awarded per individual artist. There will two categories for awards, "Signature" and "Emerging Artists."

Juror.

Joe McFadden: www.joemcfaddenart.com

"When I critique an exhibit, I look for several aspects of a painting simultaneously. On a technical level, I examine edges, shapes, values and color. Command of those elements is critical. While I understand there is more to a painting than just technique, the ability to control the demanding medium of watercolor is essential in any good painting.

Subject matter is much more subjective than technique. I ask if the artist was successful in presenting the subject in a visually articulate way. I try to see what inspired the painter to choose this subject, and from there ask if she/he was successful in conveying that interest to the viewer.

Finally, I evaluate the overall impact of the work itself. Great paintings break rules; there is something unexpected and exciting in a masterpiece that jumps off of the wall and reminds us all why we love art so much."

Location.

We are pleased to announce that the Mary Brogan Museum of Art and Science, Tallahassee, Florida, will be the location of our opening reception and exhibition.

Gallery address:

Mary Brogan Museum of Art and Science
350 South Duval Street
Tallahassee, FL 32301-1711
(850) 513-0700

Daily hours:

Open Mon-Sat 10am-5pm; Sun 1pm-5pm

HOW TO ENTER:

Follow all instructions carefully and retain this prospectus for future reference.

IMAGES.

Artists must submit two digital JPEG files on a CD with accompanying color prints.

DIGITAL FILES.

- Entries must be in JPEG format on a (CD) compact disc. (No DVDs.)
- Resolution of 300 dpi with a maximum image size approximately 1800x1200 pixels, or 4x6 inches.
- Image should be correctly oriented (vertical or horizontal) and should be cropped to include only the painting, not mats or frames.
- No digital enhancement is allowed.
- Label the CD with a permanent marker or CD label with your name, titles of paintings and image indicator A or B.

COLOR PRINTS.

- A 4" x 6" color print for each digital image must accompany the CD.
- On the image side of the photo, indicate TOP of painting and A or B.
- On the back of the photo, print your name, image indicator with title of the painting. Include the frame size and the image size by height by width in full inches.

RETURN.

Digital files (CD) will NOT be returned unless a correctly sized, self addressed envelope with appropriate return postage accompanies the entry.

PERMISSION TO USE.

Accepted digital images will be retained for the TaWS archives. Permission to reproduce accepted images for TaWS publicity purposes and presentations is assumed with the submission of the entry. The signing of the entry form is an agreement to these conditions.

NON-REFUNDABLE ENTRY FEE.

An entry fee of \$15 is required of 2010 TaWS members. Make check payable to Tallahassee Watercolor Society.

ENTRY FORM.

Fill out and return the entry form Part 1 and the jury notification form Part 2 with your CD, color prints, the fee, and a return (SASE) self-addressed, stamped envelope. Send to the TaWS address at the top of the form.

POSTMARK.

Send entries regular First Class U.S. Mail, postmarked by **August 13, 2010**. Do NOT send by Certified Mail.

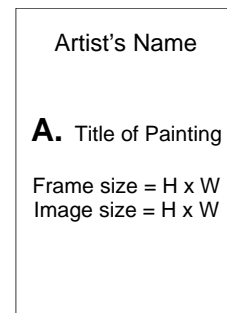
DIGITAL FILES and COLOR PRINTS. LABEL IMAGES A or B.

Include all digital images on one CD

Include one 4" x 6" color print for each image on CD.



Front



Back

PRESENTATION.

- All paintings must have museum quality framing: simple, lightweight, under Plexiglas/acrylic, and ready for hanging with wire in place. No glass will be accepted. White or off-white mats must be used. (A thin color liner is permissible.) Minimum image size is 10 inches per side and maximum frame size is 60 inches per side. Poorly framed paintings will be rejected from the exhibit and returned.
- All paintings must be labeled on the back with:
__ Painting Title __ Medium __ Artist's name __ Address __ Telephone __ Price

DELIVERY and RETURN of PAINTINGS.

Address for hand-delivery of accepted paintings:
Mary Brogan Museum (850) 513-0700
350 South Duval Street
Tallahassee, FL 32301-1711

Do not ship paintings to this address.

Paintings may be shipped by carrier if the member lives more than fifty miles from Tallahassee. SHIPMENTS must be sent prepaid UPS, including prepaid return shipping, or they will not be accepted. No COD. Delivery and return instructions, including address for shipped paintings, will be sent to accepted artists.

CONDITIONS.

Failure to deliver paintings for hanging which have been accepted by the juror is considered a breach of ethics, and the Brush Strokes Committee will take action to prevent a reoccurrence in future shows. No paintings may be substituted and none may be removed before the end of the show. Price must remain the same as indicated on the entry form.

SALES.

All paintings must be for sale or marked NFS (Not For Sale). Buyers will be able to contact the artist directly to complete the sale of a work. The signing of the entry form is an agreement to these conditions.

LIABILITY AGREEMENT.

Paintings will be insured while hanging at the Mary Brogan Museum. Every care will be exercised in the handling of slides and paintings, but neither the Tallahassee Watercolor Society nor the Mary Brogan Museum will be responsible for loss or damage in transit or in packing, unpacking, whatever the cause. Concerned artists should carry their own insurance.

EXHIBITION POLICY.

The Board of the Tallahassee Watercolor Society has adopted the following policy relating to acceptance/display in any juried exhibition:

"Any TaWS 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 TaWS 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."

ENTRY FORM PART 1 *Please print legibly.* **2010 Brush Strokes**

Name _____

Address _____

City _____ State _____ Zip _____

Phone (_____) _____

E-mail _____

A. Title _____

Price \$ _____ *If NFS, provide insured value \$ _____*

Size: Frame ____H ____W Image ____H ____W *Accept Decline*

B. Title _____

Price \$ _____ *If NFS, provide insured value \$ _____*

Size: Frame ____H ____W Image ____H ____W *Accept Decline*

I agree to the Liability Agreement and to abide by all rules and regulations set forth in this prospectus. (Failure to sign entry form will result in rejection of entry.)

Signature _____

Date _____

PART 2 Jury Notification

Please print your name and the title of each entry.

Name _____

A. Title _____
ACCEPT DECLINE

B. Title _____
ACCEPT DECLINE

TaWS 2010 Brush Strokes

DELIVERY DATES FOR ACCEPTED PAINTINGS

Hand delivered: **Friday, October 15, 2010**
Time: 10 am—2 pm

Mary Brogan Museum of Art and Science
350 South Duval Street
Tallahassee, FL 32301-1711
Contact: Michael Hunnewell
Phone: (850) 513-0700

Shipped: **Mon—Fri, October 11--14**
Delivery and return instructions will be sent to accepted artists.

Detach and mail top portion of this page.

Entry Check List

- Completed Part 1 and Part 2 of the Entry Form.
- CD labeled as directed.
- Color prints labeled as directed.
- Check for \$15.
- Self addressed, stamped envelope (SASE), sized for return of the CD, or a standard #10 business envelope if CD is not to be returned.
- No staples or paperclips.
- Send the Entry Form, CD, Prints, Check, and SASE to:

TaWS 2010 Brush Strokes Exhibition
PO Box 38502
Tallahassee FL 32315-8502

For more information contact Brush Strokes Co-Chairs:

Linda Pelc at 850-536-1942 or lipelc@yahoo.com
René Lynch at 850-893-9458 or rlynch9878@earthlink.net

A copy of this prospectus can be found on "Call for Entries" at
www.tallahasseewatercolorssociety.com

2010 Brush Strokes

Dates to Remember

Fri Aug 13 -- Entries postmarked.

Wed Sept 8 -- Acceptance notification mailed.

Fri Oct 15, 10 am–2 pm -- Hand delivered paintings due at Mary Brogan Museum.

Mon-Fri Oct 11-14 -- Shipped paintings due at address specified in acceptance letter.

Sun Oct 24 -- Opening Reception and Awards Presentation. 2:00 pm – 5:00 pm Awards will be presented at 3:00 pm.

Mon Nov 29 -- Last day of the 2010 Brush Strokes Exhibition.

Tues Nov 30 10 am–2 pm -- Pick up of hand delivered work. No exceptions!

Tue-Wed Nov 29--30 -- Return of Shipped Paintings.

TALLAHASSEE WATERCOLOR SOCIETY
PO BOX 38502
TALLAHASSEE FL 32315-8502

2010 Brush Strokes

Annual Members' Juried Water Media Exhibition

PROSPECTUS

Entry Deadline: August 13, 2010



You are cordially invited to participate in this water media competition and exhibition, open to and featuring members of the Tallahassee Watercolor Society (TaWS).

Signature Membership

For Signature Membership in the Tallahassee Watercolor Society, TaWS, requires a member to accumulate a total of three (3) points awarded by the following system: one (1) point per show for acceptance into the Tri-State Exhibition and half (1/2) point per show for acceptance into the Members' Exhibition. At least two (2) points must come from Tri-State acceptances.

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