



Utah Watercolor Society
2019 Spring Open Exhibition May 3 – May 25, 2019
Eccles Community Art Center, 2580 Jefferson Ave, Ogden, UT
Prospectus

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 Wednesday 8:00 pm, March 20, 2019. 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.*

KEY DETAILS:

- Deadline for entries: Wednesday, March 20, 2019 at 8:00pm
- Exhibition dates: May 3, 2018 – May 25, 2019
- Hours: M–F 9:00am – 5:00pm; Saturday – 9am – 3pm
- Online entry only
- Original water media work only, completed within last two years. Unvarnished.
- White mat only
- Unframed image no smaller than 100 square inches
- \$20 per entry (up to 3) for UWS members / \$40 for non-members / \$15 for students (No refunds for entries that do not follow prospectus guidelines and requirements)
- Work needs to be for sale for this show. (35% commission deducted from all sales)
- Go to <http://uws2019springexhibition.artcall.org> to register online

Calendar of Events

Feb 5	Online Registration opens
Mar 13	Last day for Exhibition Coordinator to receive check payments
Mar 13	Last day for UWS Members to request image sizing assistance
Mar 20	Entry deadline by 8:00 pm including entry details, payment, and digital image
Apr 3	Accepted paintings notification via email
April 25	Deliver paintings to VAI, 2901 S. Highland Dr. SLC - 4:30pm – 7:00pm
April 29	Deliver paintings to Eccles Community Art Center – 1:00pm – 4:30pm
May 7	UWS Monthly Meeting – Painting demonstration by Betsy Dillard Stroud, AWS, D.F., NWS
May 10	UWS Reception and Awards Presentation Friday – 5:30-7:30pm
May 25	Last day of exhibit
May 28	Pick up paintings Tuesday – 1:00pm-4:30pm, Eccles Community Art Center



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Entry Details

For this exhibition, the Utah Watercolor Society (UWS) will be using ArtCall, an online registration and jurying system. Information entry, payment, image upload, juror's selection, and artist notification will all occur within ArtCall.

- Artists must create an ArtCall user account (see instructions under Directions for Online Entries below)
- Each artist may submit up to three (3) entries. Open to all Utah residents and UWS members.
- Entry fees: UWS members - \$20 per entry. Students - \$15 per entry. Non-members* - \$40 per entry.
 - Students. Full-time students in high school or college residing in Utah are eligible to enter as a student. Students will be juried into the exhibition with the same criteria as other entrants.
 - *Non-members. Become a member and save! Visit the UWS website, www.utahwatercolor.org, to learn about membership opportunities.
 - Contact the Exhibition Coordinator if you have any questions.
- No refunds once payment is received.
- Entry website. <http://uws2019springexhibition.artcall.org/>. During online entry, submit painting title, medium, size, price, and image for each entry. Artists may also submit a biography and an artist statement, as an option. See entry instructions below.
- Cash awards totaling \$3000.

Terms and Conditions for Entry

All terms and conditions for entry in this exhibition are required. UWS Exhibition Committee reserves the right to refuse any work for unacceptable quality, improper framing, damage caused by shipment, or for non-compliance of these terms and conditions. Any work, once selected by the juror, later found to be out of compliance with any term or condition, will be disqualified from exhibiting. Any artist who submits work later disqualified or who withdraws work, once selected, may be banned from participation in UWS sponsored exhibitions for a period of up to two years. The UWS Exhibition Committee's determinations and decisions are final.

- **Open to all Utah residents & UWS members.** Participants are limited to a total of three (3) entries. No refunds once payment is received.
- **All works must be original.** No copies or likenesses of another artist's work, or works created under instruction. Use of copyrighted sources are prohibited.
- **All works 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 on natural or synthetic paper or paperboard, rendered in water media and unvarnished, and painted in a primarily aqueous manner.**
 - No clay board or canvas.
 - No water-based oils.
 - No alcohol-based dyes.
 - No 3-dimensional art.
 - No digital art.
 - 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 75% water-based media in conjunction with other media, such as pastel, ink, crayon, casein, egg tempura, and printed collage papers. These other media may not be the dominant element.
 - Acceptable water media includes: watercolor, gouache, ink, acrylic, casein, egg tempura. Any questions on acceptable media should be discussed with the Exhibition Coordinator, prior to entry submission.



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- **Unframed image may be no smaller than 100 square inches.**
 - To determine eligible size, multiply height by width. The resulting number must be 100 or greater. For example, 8"x10"=80in² (too small) or 10"x10"=100in² (eligible for entry).
- **Unframed image may be no larger than 22"x30".**
- **Framing.**
 - Accepted paintings must be ready to hang with wire supports.
 - Paintings may be floated on a **WHITE MAT** or matted with a **WHITE MAT** in the traditional way.
 - Colored liners are not acceptable.
 - Stable and professional backing material required.
 - **All works must be framed.** Simple frames and Plexiglas™ preferred.
- **Artists are responsible for delivery and pickup** of selected work to and from the exhibition venue. See "Calendar of Events," above, for artwork delivery and pickup dates.
 - Delivery (\$15) and storage fees (\$5/week) will be assessed on paintings not retrieved on designated date/time.
 - All delivery costs, including shipping/handling fees where applicable, are the responsibility of the artist.
- **Works juried for this exhibition must be delivered for the exhibition dates and remain for the duration of the show.**
 - Artists may not substitute another work for an accepted work, nor withdraw the work once selected by the juror. Artists whose work is selected and then not delivered at the designated delivery date to the exhibition venue is considered withdrawn. Artwork deemed out of compliance with this prospectus' terms and conditions is considered withdrawn.
- **A commission of 35%** will be deducted from all sales. **Artwork must be sale for this exhibition.**
 - **No changes in price or other entry details can be made after the submission deadline.** By entering this show, the artist enters into a contract with the gallery, which will be the acting agent for the sale of his/her artwork.
- 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.**
- By entering the exhibition, I grant the UWS permission to publish digital and print images of my artwork entered in UWS exhibitions in perpetuity for the purpose of education, publicity in promotion of its exhibitions and my artwork, as well as digital and print UWS communications, such as its Newsletter, and UWS archives.

Directions for Online Entry

Online entry is through ArtCall. If you haven't used it before, or would like a refresher, visit the UWS website, <http://www.utahwatercolor.org> or [click here](#).

Note: If you think you may struggle with either the online entry process and/or need image preparation assistance, we have a team ready to help! However, your deadline comes *a week early*. Please be courteous and plan ahead. Contact the UWS Exhibition Coordinators, barbarakidd@comcast.net or Ann Galt, galtann@ymail.com before March 13, 2019.

More questions?

Contact the Exhibition Coordinators, Barbara Kidd, barbarakidd@comcast.net or Ann Galt, galtann@ymail.com. For image assistance and sizing contact Terrece Beesley, terrace@comcast.net.



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Juror

Betsy Dillard Stroud, AWS D.F. NWS

<http://betsydillardstroud.com>

The Utah Watercolor Society (UWS) welcomes Betsy Dillard Stroud as the juror for the 2019 UWS Spring Open Exhibition.

Betsy Dillard Stroud rides the twin, turbulent steeds of painting and writing. At the age of eight, Stroud received a set of oils from an insightful uncle and she began painting with a private tutor. Stroud is a signature member and Dolphin Fellow of the American Watercolor Society in New York and a signature member of the National Watercolor Society in California, the Rocky Mountain Watermedia Honor Society in Colorado, the Southwestern Watercolor Society (of which she is a former president) and a Royal Scorpion and life Member of the Arizona Watercolor Society. A nationally acclaimed and award winning artist, Stroud received her M. A. in art history from the University of Virginia where she was the first woman in the graduate arts program. She had just completed her course work and her orals for the doctorate in art history, when she wrote her first book. The writing of this book was a turning point. With its publication, Stroud became a full time painter and never looked back.

Stroud's significant artistic change came with the commissioning of a painting for the World Bridge Champion in 1989. Life changes brought her to Arizona in 1996, where the spirit and color of the west continues to influence her painting, so that her work is a potpourri of her Eastern and academic background tempered and burnished by her experiences abroad and in the southwest and west. Her paintings are in hundreds of private and corporate collections in the United States, England, Canada, Japan, the Bahamas, and Australia. Since 1987 she has been a highly respected workshop teacher and adjudicator of more than 50 international, national, state, and regional exhibitions. In the past few years, among the shows she has adjudicated are: the American Watercolor Society, the National Watercolor Society, the Florida Watercolor Society, the Arizona Watercolor Association, and the Juror in the Experimental Category for the Artists Magazine International Competition.

Formerly, Associate Editor of North America for International Artist Magazine, (1998-2001) Stroud has written for many major art magazines for over twenty years. From 2002-2006, she served as a contributing editor to "Watercolor Magic" for which she wrote a regular article on creativity.

Stroud is one of 28 Americans who was invited to exhibit in November (2007) in Nanjing, China in the Jiangsu Museum in the first International Exhibition of Water media Masters. She has exhibited in 22 one -woman shows and over 160 national, international, regional and state shows. She served on the Board of Directors of the American Watercolor Society (2004-2006.) She is the author of *Painting from the Inside Out* (North Light, 2002) and a Dutch edition of her book was published in Holland in 2005. Her most recent book on creativity: *The Artist's Muse: Unlock the Door for Your Creativity* was published in December, 2006.

Betsy Dillard Stroud is a professional speaker and a former president of Park Central Toastmasters in Phoenix.

She resides in Scottsdale with her two highly civilized cats, Hamlet and Tabby T.