



**Utah Watercolor Society  
2017 Spring Open Exhibition  
May 3 – June 28, 2017  
Utah Cultural Celebration Center, West Valley City, Utah**

**Prospectus**

***Deadline For Entries – March 13, 2017 (8:00 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 8:00 pm, March 13, 2017. 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 an online jurying 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).

**Entry Details**

Each artist may submit up to three (3) entries.

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 must provide education institution and course of study during registration. Students will be juried into the show with the same criteria as other entrants.

\*Non-members. Become a member and save! Visit the UWS website, [www.utahwatercolor.org](http://www.utahwatercolor.org), to learn about membership opportunities.

Entry website. <http://uws2017springexhibition.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.

Cash awards totaling \$3000.

**Exhibition Venue**

Utah Cultural Celebration Center  
1355 W 3100 S  
West Valley City, UT 84119  
Hours: Monday – Thursday; 9:00 am - 6:00 pm  
Exhibition Dates: May 4th – June 28th

**Calendar of Events**

- Mar 6** Last day for Exhibition Coordinator to receive check payments.
- Mar 6 Last day for UWS Members to request image sizing assistance.
- Mar 13** **Entry deadline by 8:00 pm including entry details, payment, and digital image.**
- Apr 8 Accepted paintings notification via email.
- Apr 29** **Deliver paintings 9:00 am – 2:30 pm, Utah Cultural Celebration Center.**
- Apr 30 Jury for Awards
- May 2 UWS Meeting – Painting demonstrations by Janet Rogers
- May 4 UWS Reception and Awards Presentation 6:00-8:00 pm – Note: this is a **Thursday** evening reception
- June 28 Last day of exhibit.
- June 29** **Pick up paintings 9:00 am-2:30 pm, Utah Cultural Celebration Center**



## Juror

Janet Rogers, AWS

[www.watercolorsbyrogers.com](http://www.watercolorsbyrogers.com)

The Utah Watercolor Society (UWS) welcomes Janet Rogers as the juror for the UWS Spring Open Exhibition. Janet currently lives in Ormond Beach, Florida, with watercolorist, Steve Rogers. Janet is a signature member of the American Watercolor Society and Florida Watercolor Society. She is also a Member with excellence of the South Carolina Watercolor Society. Janet is well known for her sensitive portraits of women and children, as well as her expressive floral paintings. She has gained much popularity as an instructor for many watercolor workshops in the United States and Europe. Janet says, "I love the fluid nature of watercolor. To me, the interaction of artist with the medium is like a dance – full of motion, feeling, and expression. Discovering new color and composition as the painting develops is my joy. As a teacher, my goal is to enable students to find their connections with watercolor in new and expressive ways."

### 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 not in 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 work must be original. No copies or likenesses of another artist's work, or works created under instruction. Any source reference material used must be attributable to the submitting artist.
- 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. 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, printed collage papers, found papers, etc. These other media may not be the dominant element. No digital art will be accepted. Acceptable water media includes: transparent watercolor, gouache, ink, acrylic, casein, egg tempura. Any questions on acceptable media should be discussed with the Exhibition Coordinator, prior to entry submission.
- **Unframed image** may be no smaller than 140 square inches. To determine eligible size, multiply height by width. The resulting number must be 140 or greater. For example, 9"x12"=108in<sup>2</sup> (too small) or 10"x14"=140in<sup>2</sup> (eligible for entry). There are no maximum image size criteria.
- 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 not in compliance with this prospectus' terms and conditions is considered withdrawn.
- Artists are responsible for delivery and pickup of selected work to and from the exhibition venue. All delivery costs, including shipping/handling fees where applicable, are the responsibility of the artist. Each painting requiring shipping coordination will incur a \$15 handling charge.
- 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, digital and print UWS communications, such as its Newsletter, and UWS archives.
- **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 a contract with the gallery, which will be the acting agent for the sale of his/her artwork. All artwork must be for sale.
- Framing. Accepted paintings must be ready to hang with wire supports. Paintings may be floated on a mat or matted in the traditional way. For this show, mats must be white or off-white; colored liner is acceptable. Stable and professional backing material required. Simple frames and Plexiglas™ preferred.
- See "Calendar" for artwork delivery and pickup information. Delivery (\$15) and storage fees (\$5/week) will be assessed on paintings not retrieved on designated date/time.



- 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.

### Directions for Online Entry

**Step 1: Image Capture.** 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 personal device or cell phone, recommend transferring a LARGE image to a computer for adjustment, as overall image size cannot exceed 4MB. Open, level, crop and adjust your image as appropriate. You may need to adjust the longest side of your image to between 1920 pixels (smallest) and 4600px (largest). Save your image(s) for later retrieval. Image sizing assistance is available before March 6, 2017.

**Step 2: Create User Account.** User accounts from previous UWS exhibitions do not carry over. To create your unique user account, go to <https://uws2017springexhibition.artcall.org> and select “Register”   in the upper right of your screen. All Entrants must have a valid email address to enter. Fill in all appropriate fields; then create your user account. You may optionally add a short biography statement in your user account.

**Step 3: Payment.** After establishing your user account, input your email address and password to login. ArtCall requires payment before submitting entry details and uploading images. You can pay using a credit card on this same secure site. You may pay for three entries at once, or submit one at a time. Contact the Exhibition Coordinator if payment by check is your only option (March 6th is the deadline for **receiving** check payments).

**Step 4: Input Entry Specifics.** After paying, follow the prompts to input your entry information for title, category, media, size, price, and artist’s statement. The artist’s statement is optional. If you are entering multiple works for consideration, enter painting details for all entries. *Note: All paintings must be for sale.*

**Step 5: Image Upload.** Upload your high quality image(s) from your computer, smart phone, or other personal device. Size criteria will be displayed. If your image does not meet the required specifications (i.e. too large or too small), you will receive a notice to make adjustments. Once your image upload finishes, select the blue “View Final Submission” button at the bottom left of the screen, to verify your entry.

**Step 6: Verify Entry.** After selecting “View Final Submission,” you will be taken back to your main account page. If all is well, you will see a small icon-sized view of your painting image with your entry submission. If your image upload was not successful, you will see a warning that no image is attached to your entry. To review your entry details, select the blue icon that looks like a bulleted list. If you need to make any changes, click on the orange “Edit” icon at the far right column of the entry.

#### **Repeat Steps 2-5 for additional entries, as appropriate.**

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. 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 re-enter a deleted submission, you will need to contact the Exhibition Coordinator to avoid being charged another entry fee. *No entry fee refunds will be issued once payment is received.*

**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 Coordinator **before** March 6, 2017.

**More questions?** Contact the Exhibition Coordinator, Colleen Reynolds, (801) 560-2554, [colleencrbe@gmail.com](mailto:colleencrbe@gmail.com)