



**Valley Watercolor Society
2020 Annual Juried Exhibit
Prospectus**

The Valley Watercolor Society will hold its 2020 Annual Juried Exhibit from Tuesday, March 3 to Saturday, March 28, 2020, at:

San Fernando Valley Arts & Cultural Center

18312 Oxnard Street

Tarzana, CA 91356

Hours: Tuesday through Saturday: 11 A.M. to 5 P.M.

The Juror is Timothy Kitz, an award winning watercolorist whose plein air and studio work reflects a creative journey producing landscape, seascape, and urban scenes of a distinctive style, freshness, and fluidity. His interpretation of our local environment is influenced by the California Scene movement and the early coastal impressionists.

Kitz studied at the Toledo School of Design and Herron School of Art of Indiana University. He is on the faculty of the Brentwood Art Center in Santa Monica and is active with the Allied Artists of the Santa Monica Mountains and Seashore.

Prizes:

Top Honors:	First Place \$300.00
	Second Place \$250.00
	Third Place \$200.00
Special Honors:	Gift certificates or merchandise.
Honorable Mention:	Gift certificates or merchandise.

Should the juror select a second painting from an artist for an award, the second painting will receive a certificate of recognition. Only one prize will be awarded to an artist.

Important Dates:

Entries open:	December 1, 2019
Entry deadline:	February 2, 2020 midnight
Acceptance notification begins:	February 10, 2020
Take-In:	March 2, 2020 1:30 – 3:00 P.M.
Show opens:	March 3, 2020
Reception and Awards Presentation:	March 8, 2020 5:30 – 7:30 P.M.
Show closes:	March 28, 2020
Pick-Up:	March 28, 2020 5:00 – 7:00 P.M.

Entry and Fees:

Entries will be processed by www.OnLineJuriedShows.com. There will be a charge of \$45 for up to three paintings. Help in photographing and entering your work can be found at OnLineJuriedShows.com. Go to the home page and click How-to Help for a simple and excellent guide to entering your work and Image Help, a detailed guide to preparing your images. For questions, contact Sylvia Crosbie, Exhibit Chair, at Sylvia_Crosbie@excite.com or 818-902-1853.

Eligibility:

This show is open to current members of the Valley Watercolor Society.

1. Entries must be done in water media (at least 80% opaque or transparent watercolor). Ink is acceptable as well.
2. Entries must have been completed within the past two years.
3. Collage is acceptable only if incorporated into a larger work and treated with water media.
4. **All work must be original work by the artist. No digital artwork, work produced under instruction (in class or workshops), work derived from another's intellectual property or from copyrighted references will be accepted. Source material must be original and not derived from any published material. No repainted giclees or other reproductions can be entered. Work that is considered plagiarism will be removed from the exhibit and the artist may be barred from future Valley Watercolor Society exhibits.**
5. No painting previously exhibited in a Valley Watercolor Society juried exhibit may be submitted.
6. No painting shown at the San Fernando Valley Arts & Cultural Center within the last year may be submitted.
7. Online entries may not be digitally enhanced and work will not be accepted at take-in if there is a substantial difference between the online photo and the original.

Requirements:

1. Submitted images **must not** include matting or frame.
2. No framed painting may be larger than 50 inches in any direction.
3. Each entry must be framed with a simple, gallery-style frame and **matted in a neutral color**.
4. Plexiglass must be used (glass is not acceptable).
5. Each painting must have a wire hanger, positioned so that it is 2" below the top of the frame. (Sawtooth hangers are not acceptable.)
6. Details of the painting, including artist's name, phone number and title of the work, size and price are to be attached to the top right hand side of the back of the work. A label will be sent with email notification of accepted work. **No price may be changed once the painting is accepted into the show.** Works not for sale should be designated NFS.

There will be no deviation from the guidelines stated above unless authorized by the President, Exhibit Chair or Take-in Chair. Every artist must adhere to the eligibility rules and

requirements or their work will not be accepted for the exhibit. By entering the exhibit artists acknowledge having read and agree to abide by the rules stated herein.

Sitting the gallery: Exhibiting artists will be required to sit the gallery for one three-hour shift, 11 A.M. to 2 P.M. or 2 P.M. to 5 P.M on one Saturday during the exhibit. Sign-up must be completed at the take-in by the artist or his or her representative. **It will be the responsibility of the artist to find a replacement if he or she is unable to complete this commitment.**

Bin Art (unframed art)

All entrants, whether or not their work has been juried into the exhibit, may submit up to 10 items for sale as “bin art”. Bin art should be matted and shrink wrapped or placed in protective sleeves. These items may be originals or reproductions. Prior to take-in please complete the form listing bin art pieces submitted. The form is included with the notification announcement. Each item submitted must be clearly marked with the name of the artist, size, title, type and price.

Delivery & Pick-up:

Exhibiting artists must hand deliver their work to the gallery on Monday, March 2, 2020, between 1:30 and 3:00 P.M. **If work is not delivered by 3:00 P.M. it will not be accepted into the exhibit.** Artists must pick up their work on Saturday, March 28, 2020, between 5 and 7 P.M. No painting may be left at the gallery and artists must make other arrangements if they are unable to personally collect their work. Work not picked up may be subject to a late fee.

Sales:

The San Fernando Valley Arts & Cultural Center takes a 30% commission on all sales and artists should consider this in pricing their work. Payments to artists will be made by the gallery by the 15th day of the month following the exhibit.

Liability:

All artwork will be handled with the utmost care. Neither the VWS nor the San Fernando Arts & Cultural Center nor any agent, employee or volunteer will be responsible for damage to or loss of artwork.