



# CALL FOR ENTRIES

## CALIFORNIA WATERCOLOR ASSOCIATION

### PROSPECTUS

**WATER FALL— SEPTEMBER 1 THROUGH SEPTEMBER 30, 2016**

**LINDSAY DIRKX BROWN GALLERY**

**SAN RAMON, CALIFORNIA**

### **CWA Member Show: *Water Fall***

Paint with your brushes so you endure and create water with colors that fall into rivers, lakes, streams and oceans of azure.

Dear CWA Member:

We are calling for artists to enter *Water Fall*, CWA's 2nd member show of 2016 slated for September 1-30 at the Lindsay Dirkx Brown Gallery in San Ramon. The gallery features two stories, bright natural light, and space for 40-60 paintings.

Elizabeth Johnston: CWA California Show Director and Craig Moline, San Ramon Show Director

**Entry Juror:** Michael Reardon is a California artist, who graduated from UC Berkeley with a degree in architecture. Reardon was an award winning architectural illustrator for more than 30 years. A signature member of the American Watercolor Association, CWA, and other national associations, Reardon has shown his work nationally and internationally. Reardon works from his studio in Oakland. His paintings convey a sense of place and light.

**Place award Juror:** A native Californian, David Savellano is an artist who works primarily en plein air (outdoors), creating watercolor paintings that capture random moments—on the street, in nature, and wherever else his portable easel takes him. Although largely self-taught as a watercolor painter, he credits his 30 years as a practicing architect with having given him the drawing skills and strong sense of perspective that have elevated his artwork to a professional level.



Michael Reardon: *Hankar Ruins, Ladakh*, watercolor on paper



David Savellano: *An Easy Afternoon*, watercolor on paper

### **Important Dates:**

**Entry Deadline with electronic images:**

**Receiving:**

**Reception:**

**Pickup:**

**August 25, 2016, midnight**

**Thursday, September 1, 2016, 10 am-12 pm**

**Saturday, September 10, 2016, 2-4 pm**

**Friday, September 30, 2016, 2-4 pm**

**PLACE AWARDS:** First place \$100, Second Place \$75, Third place \$50 and three Honorable Mentions.

**ENTRIES:** each member may submit up to three paintings. **Entry fee is \$20 for two (2) paintings and \$30 for three (3) paintings.**

**To enter, log into the CWA website: from the Member's Home Page, click on the show you are entering from the link on the right. More than one show may be running, so please choose your show with care.**

**CWA and San Ramon policies:**

We are calling for original, recent water media on paper or Yupo. Please do not enter copies or class work.

- Paintings can include transparent and opaque water based mediums, gouache, acrylics, egg tempera, casein, watercolor pencils, watercolor pastels or crayons, and water-soluble inks. Please do not submit water-based oils.
- Collage and multi-media are acceptable if all elements are hand created and water based mediums are the dominant element.
- Paintings must be framed in metal or wood, covered with Plexiglas with foam backing, wired and ready to hang. No sawtooths, clamps or screw eyes. Flat brackets are required on wood frames.
- Frames and mats must be in good condition.
- No cardboard backing or masking tape. No wide or Rococo frames.
- White or off white mats only (colored liners are acceptable). Images surrounded by white space are also acceptable.
- Minimum image: 140 square inches, no side less than 10 inches. Maximum outside frame: 40"x 40".

**LABELS:** Please print labels from the website. They can be found under the Membership tab, then "Forms," and then "Labels to be on paintings submitted to shows." Follow the instructions on the labels when you tape them to the back of your paintings. Use masking tape or artist putty to attach labels.

**SALES:** All sales will be made through the artist. All paintings must hang for the duration of the show. Commission fees will be 25% to CWA on all sales.

**INSURANCE:** Your paintings will be handled with the best of care, however, San Ramon, CWA, and their volunteers assume no responsibility for theft, loss or damage of any kind. Insurance is the sole responsibility of the artist. Artists accepted must sign a waiver releasing the city from liability prior to the show hanging. The form will be available during the drop off.

**MARKETING:** the City of San Ramon will provide the following marketing to insure the success of our show. A yearly gallery brochure listing all the shows will be distributed throughout the city facilities.

- The exhibit will be listed on the City's Web Page.
- Exhibit information will be sent to local media sources.
- Information on the CWA show will be distributed to over 31,000 households in the San Ramon Recreation Guide.
- CWA and the City of San Ramon reserve the right to photograph images for promotional purposes.

**END OF SHOW:** Paintings to be picked up on Friday, September 30, 2016, 2-4 pm