



CALL FOR ENTRIES
CALIFORNIA WATERCOLOR ASSOCIATION
RISKY BUSINESS
MEMBER SHOW, AUGUST 31 – OCTOBER 9, 2015

THE ASPEN SURGICAL CENTER

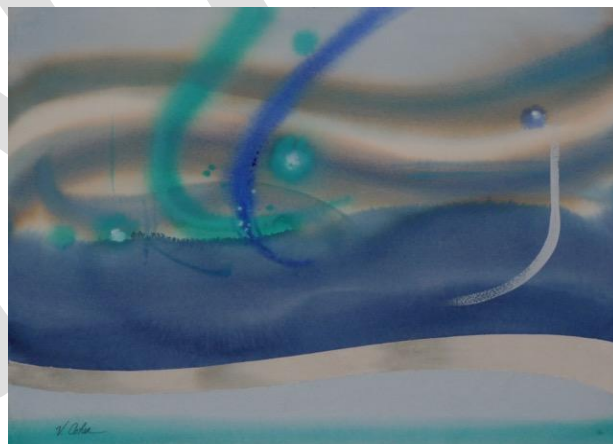
WALNUT CREEK, CALIFORNIA

Dear CWA Member:

We are calling for artists to enter “Risky Business,” the second CWA member show of 2015 slated for August 29, 2015 through October 9, 2015 in the Aspen Surgical Center, 133 La Casa Via, Walnut Creek, CA 94598 located in the John Muir Medical Complex. The exhibit space is familiar to CWA members, who have shown there for many years. “Risky Business” means that artists might try something outside their comfort zone. For example, one who usually paints realistically might try whimsy, without traditional perspective; one who loves abstracts could incorporate some concrete elements into the design. We are hoping for fresh insights and perspectives.

Elizabeth Johnston and Joan Alexander: CWA California Show Co-Directors

Acceptance Juror: Valerie Patricia Cohen (<http://valeriepcohen.com>) was born in 1946 in Pasadena, California. Her parents were the eminent mountaineers Ruth and John Mendenhall. She received a BA in English from UCLA (cum laude, Phi Beta Kappa, 1968) and an MA in English from UC Riverside (1970). She worked as backcountry cook, ski patrolman, typesetter, graphic designer, illustrator, English instructor, and author. For many seasons, Cohen was a Law Enforcement Ranger in Yosemite and Grand Teton National Parks. In 1984, she commenced serious watercolor study with Milford Zornes (1908-2008), who introduced her to the style of the California School of Watercolor; their friendship continued until Zornes' death. Cohen also learned from Christopher Schink, Skip Lawrence, Alex Powers, and Katherine Liu.



“Blue Wind, Great Basin,” Watercolor, 22” x 30”



“Those Lion Eyes” Watercolor

Place Award Juror: Linda Sutton:

<http://www.ldsutton.com/html/briefBio.html>

Living in the California hills adjacent to protected open space, wildlife subjects and the complementing light of their environments, provides limitless inspiration for this native Californian. Seeking the unique delicate interactions of inhabitants within their environments. Brought up to see color optically transparent watercolor is employed most often, generously representing the effects of light. A member of the Society of Animal Artists, she is often cavorting “Wildlife Art” within an atmospheric expression.

Calendar of Important Dates

Deadline for entries (all must be submitted electronically): August 22, 2015

Receiving: Saturday, August 29, 2015: 9-11 AM

Show opens: Monday, August 31, 2015: 5:00 PM

Pickup: Friday, October 9, 2015 between 2-4 PM (only)

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 \$30 for three paintings.** Entry **fee is \$20.00 for one or two paintings.** To enter, log into our website, go to the Member's Home Page and click on the upper right link.

CWA and John Muir policies

We are calling for original, recent water media on paper or Yupo.

- Paintings can include transparent and opaque water-based mediums, gouache, acrylics, egg tempera, casein, watercolor pencils, watercolor 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.
- Please do not enter copies and class work.
- All artwork must be ready for hanging on delivery.
- Paintings must be framed in metal or wood, covered with Plexiglas, wired and ready to hang. No sawtooths, clamps or screw eyes. Ends of hanging wires must be taped. Flat brackets are required on wood frames.
- Use archival materials only. No cardboard backings or masking tape. No wide or Rococo frames.
- White or off-white mats only. Images surrounded by white space or framed appropriately without white space are also acceptable.
- Frames and mats must be in good condition.
- Minimum image: 17 X 21 inches (357 square inches), no side less than 17 inches. Maximum outside frame: 48x50 inches.
- All paintings must be original work created within the past two years.

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. A minimum of a 25% commission will be charged on the sale of artwork, 15% will be designated for the "Scholarship/Outreach" Program and 10% will be designated for the "General Fund".

INSURANCE: Your paintings will be handled with the best of care, however, CWA, and their volunteers assume no responsibility for theft, loss or damage of any kind. John Muir Medical Center provides limited insurance while paintings are on the premise (sales price up to \$1,500 with a \$250. Deductible is to be paid by the artist if the painting value is \$250 or above).

MARKETING: The Aspen Surgical Center will submit information to MuirScope and/or the Auxiliary Missile. Additional publicity is the responsibility of the exhibiting group.

END OF SHOW: Paintings to be picked up on Friday, October 9, 2015 only between 2-4 pm.