



California Watercolor Association

January 7 - March 18,
2023

Harrington Gallery
Pleasanton, California

53RD — NATIONAL EXHIBITION

► P R O S P E C T U S

Jurors

Gary Tucker, Juror of Selection

"Through the media of watercolor, and my process of painting, I find power through brushwork and subtlety through transparency. Watercolor differs from other media in that there is a performance aspect to it. The fine pieces come out in one sitting and very often like a classic performance, something happens, a fusion of mind and subject, an improvisation that cannot be duplicated."

Uma Kelkar, Juror of Awards

Uma Kelkar, NWS, CWA, CSPWC, is an award winning plein air artist - engineer with talents in other media including watercolor, ink, charcoal and Procreate. Her use of color harmony and composition gives her work its unique energy. Uma is a strong believer in cross pollination - she believes that being an engineer makes her a better artist and being an artist makes her a better engineer. Kelkar teaches and exhibits internationally and is also a solo and contributing author to half a dozen art books. She serves on the Executive Board of Urbansketcher.

Exhibition Calendar

September 1, 2022	Entry deadline, 12:00 noon - Pacific Daylight Savings Time
September 16	Acceptance notifications to selected exhibitors, also posted on CWA website
November (tbd)	Receive shipped paintings
November (tbd)	Receive hand-delivered paintings
November (tbd)	Awards selection
January 7, 2023	Exhibition opens
March 4	Awards Reception, 1 - 3pm
March 18	Exhibition closes
March 21	Pick up hand-delivered paintings: 11am - 2:30pm,
March 21	Shipped paintings picked up by shipping companies

Venue

The Harrington Gallery, in the Firehouse Arts Center, 4444 Railroad Avenue, Pleasanton, California, features the works of renowned visual artists of regional and national stature in painting, sculpture, installations, and conceptual art. Old Fire Station Number One, established in 1888, served downtown Pleasanton well for many years. This rebuilt facility became the basis for the Firehouse Arts Center, including a portion of the original building with brick walls preserved within the gallery space. The gallery is just a few steps off Main Street in the heart of downtown Pleasanton.

Eligibility

- CWA 53rd National Exhibition is open to all artists 18 years or older.
- Paintings must be two-dimensional and primarily of watermedia on paper surface; Yupo and Tyvek are acceptable.
- Pastel or collage may be used as long as watermedia is the dominant element.
- No digital media, photography, prints or reproductions. Source material and composition must be wholly original and not derived from any published images.
- Any photo reference material must be taken by the artist.
- Entries must be recent works completed within the last two years, entirely the work of the artist, and not shown previously in a CWA National Exhibition.
- All paintings must be for sale. The selling price cannot be changed after entry.
- No workshop or class work allowed.
- Artists who fail to provide an accepted entry are disqualified from the next two CWA National Exhibitions.

Size Limits

- Minimum image: 140 square inches, no side less than 10 inches.
- Maximum outside frame: 44 x 44 square inches.

How to Submit an Entry

All entries will be submitted through our website, www.californiawatercolor.org.

CWA Members

Log in to the Members Home Page; choose the National Exhibition link; confirm your information; add your painting details, and upload your images.

Members Entry Fee (nonrefundable): \$45 for one image, \$5 each additional image, maximum three. Entry fees are payable on PayPal by credit, debit or individual account.

Non-CWA Members

From our Home Page, click on 52nd National – How to Enter, or go to Shows/Exhibitions, National Exhibitions, National Exhibition Entry – Non-CWA Members and follow the instructions.

Non-members Entry Fee (nonrefundable): \$55 for one image, \$5 each additional image, maximum three. Entry fees are payable on PayPal by credit, debit or individual account.

You will need the following information to complete your entry:

- Title of painting
- Size of frame and size of painting image (height x width)
- Selling price (The selling price cannot be changed after entry.)
- Medium
- Digital jpg image of your painting, 300 dpi, no more than 1200 pixels on the longest side. Show only the image without mat or frame.

You may wish to join CWA prior to entry to save on your entry fee and to enjoy the benefits of membership. You may do this during the entry process.

► **Deadline for submission is 12:00 noon, September 1, 2022 - Pacific Daylight Savings Time**

Framing

- All paintings must be framed in simple, square-cornered frames ready for hanging.
- Paintings must be protected under sturdy acrylic, such as Plexiglas. Glass in frames is not permitted.
- Mats (optional) must be white or off white. Colored liner mats are acceptable.
- Additional details will be included in instructions to accepted artists.
- Artists outside of the contiguous USA may send artwork unframed, and CWA will frame for the exhibition for an additional \$100 fee.

Accepted Entries

All accepted artists will be notified by email, and the selected artists will be posted online September 28, 2022. Artists with accepted artwork may be asked for a higher resolution image for the exhibition catalog. Shipping instructions will be attached to the acceptance email. All accepted paintings will have a handling fee of \$50. Accepted work must match submitted image; paintings not consistent with submitted image may be disqualified. All accepted paintings will be represented in the exhibition catalog. Each exhibition entrant will receive a complimentary catalog prior to the exhibition opening. Additional catalogs will be available for purchase.

Sales

The Harrington Gallery will handle all painting sales and retain a 30% commission.

Conditions and Liabilities

No work may be withdrawn before the end of the exhibit. CWA and the Harrington Gallery reserve the right to photograph artwork or copy images for promotional purposes. Insurance coverage is the artist's sole responsibility, both in transit and during the exhibit. Neither CWA nor the Harrington Gallery insures the artwork and neither shall be responsible for loss or damage to any artwork submitted. Accepted artists must sign a release of liability. The submission of entries to this competition shall constitute an agreement on the part of the artist to the terms and conditions as set forth in this prospectus.

Questions

Michael Friedland, National Exhibition Director.

Email any questions you may have to him at: mail@michaelfriedland.com. You can call Michael at 415 505 3399.