



California Watercolor Association

January 10 - March 9,
2024

Our exhibition this year
will be online on our website

californiawatercolor.org

54TH — NATIONAL EXHIBITION

▶ P R O S P E C T U S

Jurors

Carolyn Lord, Juror of Selection

A "plein air" artist since college, Carolyn Lord's early career was influenced by the 20th century California Style watercolors of Millard Sheets and his peers which featured bold color and strong design. Her recent watercolors and oils often include aspects of Tonalism and Impressionism. She is inspired by the California's vernacular architecture, landscape, and gardens. Lord's paintings can be seen in galleries, invitational, and juried shows. Magazine articles and podcasts highlight her working methods and career.

Barbara Tapp, Juror of Awards

As a narrative plein air watercolor painter, my paintings are colorful, bold and full of energy. I focus on a wide variety of subjects looking for shadow shapes and complex perspectives. I search for dialogues between objects in the landscape, seascapes and urban settings. Curiosity drives me and every painting has an intent. Careful drawing is a foundation in my paintings, and I am fascinated by the transparency and layering in watercolor.

Exhibition Calendar

- ▶ September 10, 2023 Entry deadline, 5:00 pm- Pacific Daylight Savings Time
- September 24 Acceptance notifications to selected exhibitors, also posted on CWA website
- November 12 Awards selection
- January 10, 2024 Exhibition opens
- March 9 Exhibition closes

Eligibility

- CWA 54th 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.

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 ALL of your painting images. Do NOT pay until you have entered all the paintings you intend to enter.**

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 54th National Exhibition – How to Enter, or go to Shows/Exhibitions, National Exhibitions, National Exhibition Entry – Non-CWA Members and follow the instructions. **Be sure to upload ALL of your painting images. Do NOT pay until you have entered all the paintings you intend to enter.**

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
- 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 5:00 PM, September 10, 2023 - Pacific Daylight Savings Time**

Accepted Entries

All accepted artists will be notified by email, and the selected artists will be posted online September 24, 2023. Artists with accepted artwork may be asked for a higher resolution image for the exhibition catalog. All accepted paintings will have a web gallery production/handling fee of \$25. 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

CWA will handle all painting sales and retain a 25% commission...more details about sales will be in the acceptance documents.

Conditions and Liabilities

CWA reserves the right to photograph artwork or copy images for promotional purposes. 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.