



PHILADELPHIA WATER COLOR SOCIETY

Oct 17, 2020

Prospectus for the 2021 PWCS Members Show (Online)

Online Exhibition from April 1, 2021 – June 30, 2021

If you are a PWCS member, this is an opportunity to showcase your work with the imprimatur of one of the oldest and the most prestigious watercolor societies in the U.S.—the *Philadelphia Water Color Society*. It is also a chance to compete for cash awards, and potentially to sell your work. The total awards exceed the net revenues for the past several years, as this show is considered a benefit of membership.

PWCS is one of the few art societies that accepts “Works on Paper” to include watercolor, pastel, charcoal, graphite, acrylic, gouache, colored pencil, pen/ink and hand-pulled prints.

Note: This is an Online Show only. There will be no physical exhibition of the works included in the show. By entering this show, you will also be eligible for a small discount on an online demo by our juror, Carol Carter, in May 2021. Further details will follow.

Entry

Members may submit up to two images to the 2021 Online Members Show via the entry process on the PWCS website (<https://pwcs.wildapricot.org/2021-Member-Show>).

2021 PWCS membership dues must be paid in full to gain entry to the Show.

Entries may be submitted any time from January 15, 2021 through February 28, 2021, and all entries must be received by the end of the day (11:59pm EST) on Sunday, February 28, 2021 to be considered for the Show.

Entry fee: \$15 per artist, for 1-2 paintings

Works Eligible

All work must be original and on or of paper.

Water media, drawings, hand pulled prints, and pastels are acceptable. Collage elements must be of paper, and any image or color on collage papers must be the work of the artist. No oils, photographic, digital, electronic processes or computer art will be accepted. No work previously exhibited in any PWCS exhibition will be accepted.

Entries must be no older than 3 years (completed in 2018 or more recently), and must not have been done under teacher supervision. All works must be original, not based on another artist's work, published material, or another person's photograph.

Selection for the PWCS Online Members Show

All entries meeting the eligibility criteria in this prospectus will be presented online and considered for awards. The exhibition will be available through the PWCS website, and will be highlighted in various social media at the same time. Artwork that is selected for an award may be used for promotional purposes on the PWCS website throughout the year.

Note that selection for the PWCS Members show does not count toward qualification for PWCS Signature Membership, as outlined on the PWCS website.

Awards

- 1st Place - \$500
- 2nd Place - \$300
- 3rd Place - \$200
- 5 Awards of merit - \$100 each
- 5 Honorable Mention Awards - \$50 each
- \$1,750 total awards

Artists may receive no more than one award in this exhibition. Artists will be notified by email by March 28, 2021 if their work is selected for an award, before posting on the website.

Juror of Awards

Carol Carter

Carol Carter is an internationally recognized artist whose career has spanned more than 35 years. Carol has taught workshops for over 30 years, as well as in university. Her paintings have been in many national and international exhibitions, both juried and invitational. She has been featured in global publications, including International Arts Magazine, Art of Watercolour, Watercolor Artist, and L'Aquarelle Magazine. In 2012 she was an AIRE fellow for the

Everglades National Park. She is part of the Art in Embassies program with art currently in the American Embassy in Montenegro.

In 2019 she was also honored with Master Signature Member status, American Women Artists and Master Signature Member status, Heartland Art Club. She recently exhibited in “Making Their Mark: American Women Artists” at the Booth Western Art Museum. She is the recent recipient of 2020 Snehil Lifetime Achievement Award, Snehilsrijan, India. She has exhibited her work in Europe, China, Hong Kong, USVI, Morocco and throughout the United States. She has led many symposiums on how to make a living as an artist and marketing art as a career. She has frequently served as a juror in art exhibitions both on national and on international levels. She is on the advisory board of the American Watercolor Weekly.

To enter the Show

1. Check that your membership is current through 2021.
2. Make sure your artwork meets the eligibility criteria.
3. Prepare your digital images.
 - a. Entries must be in jpeg (.jpg suffix) format with 300 dpi resolution.
 - b. Image size should be 1,950 pixels on the longest dimension.
 - c. File size should be 5MB or less
 - d. Entries should show the image only, no mat or frame.
 - e. Save the file as FirstName_LastName_ArtworkTitle.jpg (example: Jane_Doe_YellowSunflowers.jpg)
4. Go to the PWCS website to submit your entries.
 - a. Under Exhibitions, click on the 2021 PWCS Member Show
 - b. Click on the link just below the heading “Get Started” to navigate to the login page.
 - c. Login to EntryThingy. If you do not already have a login for this, you will be prompted to create one. *This is not the same as your PWCS login.*
 - d. Once you are logged in to EntryThingy, click on the ‘Apply now’ button on the top right.
 - e. Review the Entry Instructions and check the box to confirm that you have read and understood the instructions. Continue to the next step.
 - f. Under General Entry Information, select Category “Works on Paper”, check the box to confirm you agree with the terms and conditions and “Save and Continue to Next Step”.
 - g. Click on ‘Add Piece’ button to add your first entry.
 - h. Follow the EntryThingy instructions for uploading and reviewing your artwork. The information required for submitting the artwork includes:

Title -

Max 80 characters. This is where you enter the actual title of the piece as you want it to appear with your image. It is OK to use spaces, commas, etc. here.

Available for Sale -

Indicate Yes or No. (Either one is fine for this show)

Artwork Dimensions -

Height and Width of the visible image in Inches, not including the mat and frame – e.g., 22x30.

Material Used -

List all materials used, such as Watercolor and graphite on paper, Acrylic on paper and board, etc.

Price in US Dollars -

Provide this if your artwork is available for sale; otherwise you can leave this blank.

Year -

Provide the year in which the artwork was completed.

- i. Click on “Add Piece” again to add a second entry if you have more than one to enter. You can enter one or two works.
- j. Review your entries. *Note: If you wish to save your work and submit at a later date or time, the system will automatically do that at each step.*
- k. Click on “Pay Now” button to make the payment through PayPal.

It’s best to enter early, in case there are any details that need to get resolved. The deadline for entry is firm.

All entries that meet the submission criteria will be included in the show. Selection is not juried. Each artist who submits a qualified entry will get an individual email noting that the entry meets the criteria and will be forwarded for jurying.

Sales

Works may be for sale or not-for-sale. Where the artist identifies a work as for sale, the sales price will be listed online. All sales made during the Online Members Show will be between the artist and the buyer with no commission payment. If PWCS is notified of interest in a purchase the artist will be notified with the contact information of the interested buyer.

2021 Online Members Show Calendar

- January 15, 2021 – Open for submissions
- February 28, 2021 – Deadline or entry at 11:59pm EST
- March 28, 2021 - Notification of Awards (individual emails will be sent to award recipients)
- April 1, 2021 – eligible entries available on the PWCS website
- June 30, 2021 – Show ends

Questions?

Try the PWCS website for guidelines on preparing digital images (Exhibitions - Digital Entry Preparation) or to check your membership status (Member – Directory). In EntryThingy you will find a contact for to describe your question. Someone will respond to you within two business days. If all else fails, you can always send an email to pwcsociety@gmail.com, but that might be slower for getting a response.