

## ELIGIBILITY AND CONDITIONS

This exhibition is open to watermedia artists who are residents of the United States, Canada, Mexico and AWA members irrespective of residency. Paintings must NOT have been exhibited previously in any other National Exhibition. All entries must be original, entirely the work of the unsupervised entrant.

All paintings must be executed using watermedia on paper, illustration or watercolor board or Yupo paper. If collage is incorporated, only papers painted in watermedia by the artist will be acceptable. No 3-D work, work on canvas or commercially-printed material. No computer-generated art and no copies from copyrighted or published paintings or photographs.

If the painting does not meet the prospectus standards it will be excluded from the exhibition and returned at the artist's expense.

Maximum FRAME SIZE may not exceed 42" in any dimension. Minimum IMAGE SIZE is 10" in any dimension.

All entries will be judged from digital images and are subject to juror approval regarding any objectionable subject matter. Awards will be judged from the original painting.

Accepted images will be used in preparing the exhibition catalog. An accurate digital image and 4" x 6" photo must show only the painting image.

All work must be framed in a simple frame, under plexiglass and ready to hang. Mats must be a minimum of 3" in size, white or off-white. A thin colored liner is permitted. Tightly strung, strong wire should be placed three inches below the frame top. The painting must be the same as shown in the digital image.

**ENTRIES MUST BE RECEIVED  
BY MAY 1, 2010**

## DIGITAL ENTRY INFORMATION

Artists may submit up to three entries.

Digital image files MUST conform to the following requirements:

- ✘ File format: jpg files (no exceptions).
- ✘ Resolution must be 300 dpi.
- ✘ Maximum image size must be within 4"x 6" or 1200 x 1800 pixels.
- ✘ Crop the images so only the painting shows.
- ✘ Each file must be named as follows:  
First 4 letters of your last name + first 4 letters of your first name, then hyphen (-) title of the art work. If the title is long, you may use abbreviations.  
Include the extension .jpg.

For example, if Harry Smith has 3 digital image entries, the 3 image files would be named as:

SmithHarr-Flower 1.jpg  
SmithHarr-Still Life 2.jpg  
SmithHarr-Portrait 3.jpg

- ✘ Include a 4" x 6" photo of each entry.
- ✘ Put the image(s) on a CD. The image and photo must match or the painting will be disqualified.

Mail digital entries to:

AWA 2010 National Exhibition  
P.O. Box 5406  
Sun City West, AZ 85375

## FEES

All fees are nonrefundable and payable in U.S. currency to Arizona Watercolor Association.

**AWA Members:** An entry fee of \$30.00 for one or two paintings, \$35.00 for 3.

**Non-Members:** An entry fee of \$35.00 for one or two paintings, \$40.00 for 3.

## LIABILITY CLAUSE

Notification cards will be returned in the SASE provided by the artist. All photos of accepted works will become the property of AWA and may be reproduced for promotional, publicity and catalog purposes. The utmost care will be taken in handling the artwork, but the AWA and ASU-West, their representatives and the shipping and handling agent will NOT be responsible for damage or loss from any cause. Works are insured while in the care of the Shipping-Handling agent and ASU-West. Artists should carry their own insurance for additional coverage if desired.

## ACCEPTED WORKS

Instructions will be mailed to accepted artists in a notification letter. It is the obligation of accepted artists to be sure their work is available for the exhibit.

## INCLUDE IN AN ENVELOPE

\_\_\_ A CD with one to three digital images with your name on the CD enclosed in a plastic case.

\_\_\_ Complete and SIGNED entry form.

\_\_\_ Entry fee - check payable to AWA.

\_\_\_ 4" x 6" photos of each entry.

\_\_\_ A self-addressed stamped envelope (SASE) for returning notification card and instructions for delivery of painting.

The CD will not be returned.

## AWA NWE 2010 ENTRY FORM

Artist \_\_\_\_\_  Last Initial  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Phone \_\_\_\_\_

I will ship\_\_\_\_ or hand-deliver\_\_\_\_ my painting.

I have read the entire prospectus carefully and agree to abide by all rules and conditions set forth by the Arizona Watercolor Association.

I grant permission for my painting to be included on the AWA web site should it win an award.

YES\_\_\_\_ NO\_\_\_\_

\_\_\_\_\_/\_\_\_\_\_  
Signature/Date

#1 Title \_\_\_\_\_  
Image: h\_\_\_\_x w\_\_\_\_ Frame: h\_\_\_\_x w\_\_\_\_  
Price \$\_\_\_\_\_

#2 Title \_\_\_\_\_  
Image: h\_\_\_\_x w\_\_\_\_ Frame: h\_\_\_\_x w\_\_\_\_  
Price \$\_\_\_\_\_

#3 Title \_\_\_\_\_  
Image: h\_\_\_\_x w\_\_\_\_ Frame: h\_\_\_\_x w\_\_\_\_  
Price \$\_\_\_\_\_

## AWA NWE 2010 NOTIFICATION CARD

Artist \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Phone \_\_\_\_\_

Title Entry #1 \_\_\_\_\_  
\_\_\_ Accept \_\_\_ Decline

Title Entry #2 \_\_\_\_\_  
\_\_\_ Accept \_\_\_ Decline

Title Entry #3 \_\_\_\_\_  
\_\_\_ Accept \_\_\_ Decline

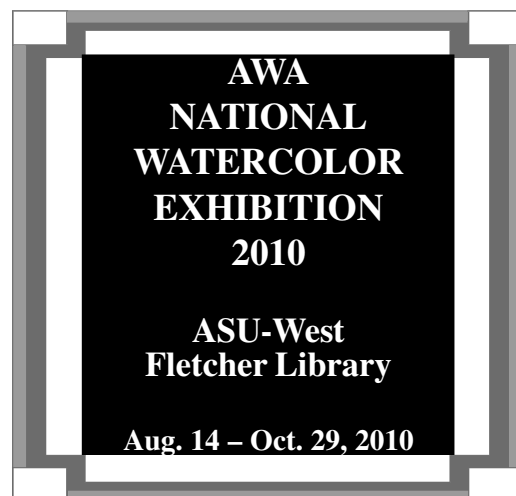
Aug. 14 - Oct. 29, 2010  
ASU-West

AWA  
NATIONAL  
EXHIBITION  
2010



ARIZONA WATERCOLOR ASSOCIATION  
P.O. Box 5406  
Sun City West, AZ 85375

## ARIZONA WATERCOLOR ASSOCIATION CELEBRATING 50 YEARS



## PROSPECTUS

### AWA NWE 2010 CALENDAR

- 5/01** Digital entries must be postmarked  
**6/15** Notification mailed  
**8/05** Delivery of shipped paintings to AWA  
NWE c/o D&P Packing & Shipping  
**8/13** Hand deliver art works to  
Arizona State University - West  
Fletcher Library  
4701 W. Thunderbird Road  
Glendale, AZ 85306  
9:00 – 11:30 a.m.  
**8/14 -10/29** Exhibition  
Monday thru Thursday  
8:00 a.m. – 9:00 p.m.  
Friday & Saturday  
8:00 a.m. – 6:00 p.m.  
Sunday  
Noon – 9:00 p.m.  
**9/12** Awards Reception at the Library  
5:00 – 7:00 p.m.  
**10/30** Pick up paintings  
9:00 – 11:00 a.m.  
**11/05** Return of shipped paintings

## ARIZONA WATERCOLOR ASSOCIATION

Celebrating our 50th year as an art organization, the Arizona Watercolor Association was founded in 1960 by established professional watercolor artists to further activity and interest in watermedia and to maintain exhibits of the highest quality. AWA has grown by tremendous strides and now receives national and worldwide recognition through the National Watercolor Exhibition and the AWA web site.

The Arizona Watercolor Association is a nonprofit organization affiliated with the Western Federation of Watercolor Societies.

## AWA MEMBERSHIP

Membership dues must be paid by June 1 for the 2009-2010 year to qualify for the AWA NWE 2010 Member Entry Fee.

You will enjoy the benefits of AWA membership. For an AWA membership fee of \$35.00 per year you will receive Associate Membership, a membership roster and monthly newsletters. In addition to our National Watercolor Exhibition, there are monthly program meetings, workshops with nationally-known watermedia artists, two juried membership exhibitions each year and many more creative and motivational activities.

Visit the AWA web site - [www.watercolor.org](http://www.watercolor.org) - to download an AWA membership form or get general information about AWA and the National Watercolor Exhibition 2010.

---

READ THE PROSPECTUS CAREFULLY.  
FILL IT OUT COMPLETELY AND SIGN IT.

## JUROR

FRANK WEBB, AWA, NWS

Frank Webb has been a professional artist for over sixty years. His current activities include painting, lecturing, jurying and writing. He has conducted hundreds of workshops in all 50 states and throughout the world. The 2006 *American Artist Magazine* included Frank Webb in an article "20 Great Watercolor Teachers". Going beyond the usual technical display of watercolor, Frank Webb's paintings express his interest in creative concept and design principles. He stresses the importance of seeing, feeling, and responding to possibilities while synthesizing realism with abstractionism. In his workshop he covers a broad spectrum of subjects beyond traditional landscapes as he explores design, expression and the philosophy of art. Frank Webb holds memberships in several art associations including the American Watercolor Society, National Watercolor Society, Allied Artists of America, Audubon Artists and the Rocky Mountain National Water Media Association. He has written three books: *Watercolor Energies*, *Webb on Watercolor* and *Composition for the Painter*.

## AWARDS

The award for BEST OF SHOW will be \$1,000. Additional cash, sponsor and merchandise awards will be presented. With the permission of the artist, images of award-winning paintings will be included in the AWA web site - [www.watercolor.org](http://www.watercolor.org).

All artists who enter the exhibition will receive an AWA NWE 2010 exhibition catalog.

---

This prospectus may be duplicated.