

DIXIE WATERCOLOR SOCIETY

REQUIREMENTS FOR SHOWS, EXHIBITIONS, AND DISPLAYED WORK

The Dixie Watercolor Society (DWS) mission is “Dedicated to the presentation, education, and advancement of transparent watercolor through various activities for the benefit of DWS members and the general public.” In 2014 by a majority vote of the membership, DWS is to be a transparent watercolor society.

Shows and Exhibits are at Gallery 35, which has been in operation since April 2016. This venue has enabled members to display and sell their work. The public has expectations when purchasing art at a gallery. This encompasses quality framing, matting, and the ability to hang the artwork. Please review this information as to what will be accepted at the shows and exhibitions.

DWS Board of Directors

Dixie Watercolor Society Semi-Annual Competitions:

1. Signature and Associate members shall be members in good standing and shall have paid the DWS dues before entering the shows.
2. Signature members are those artists who have accumulated 20 points by participating in the DWS shows and receiving awards for their art. These points are as follows:

DWS Show points:

Best of Show = 15 points

1st Place = 10 points

2nd Place = 7 points

3rd place = 5 points

Honorable mention = 3 points

People's Choice = 0 points

Gallery 35 People's Choice = 0 points

No points are awarded for People's Choice.

3. All work must be for sale during the exhibit. All work exhibited will be for sale with a 25% commission taken from the sale for the house and for DWS. There is a 3% charge when credit cards are used.
4. Entries are expected to hang for the duration of the show. The Show Chairman is to be advised of any sale and early removal of any painting. Exceptions can be made for out-of-town purchasers. All artists are required to do a shift(s) at Gallery 35.
5. DWS requires that transparent watercolor is applied on a sheet of 100% rag or cotton paper, 140 lb. or higher cold press or hot press, regular or rough, which is free of pigment and/or embedded materials. Student grade or professional watercolors are required; no school-grade paints. Only a minimal amount of Chinese white opaque watercolor may be used for highlights; the whites are the brilliant paper left unpainted.

Please review the following list for unacceptable materials and techniques for DWS shows and Gallery 35 exhibitions; these items have been adapted from the Transparent Watercolor Society of America.

- Gesso or any other priming
 - Watercolor ground (this is like Gesso and adds texture)
 - Acrylic
 - Gouache, casein
 - Ink, watercolor ink, alcohol watercolor ink
 - Pastel
 - Metallic/Iridescent /Pearlescent/Duochrome/Interference paint
 - Charcoal, colored pencil
 - Collage or surface constructions. Glitter or glue.
 - Embossing
 - Yupo products, other types of paper or cradle board
 - Use of digital images or enhancements (cannot print on the paper and then apply paint).
6. Glass or plexiglass must be used on all watercolor paintings that are matted. No watercolor on the artist's canvas board is permitted. Paintings under glass must be matted. Varnished or waxed paintings must be framed according to the Framing Requirements. Paintings should not be mounted on cradle board.
7. Paintings must be framed in a professional manner and look impeccable to maintain the quality of the Gallery. No poster frames or frames that are 'flimsy' or easily bent. These are frames that "Snap-Open, Slide-in, Swing-Open, and Rear-Loading Styles — Lightweight Aluminum Construction." No kickstand tabletop frames.
- All art must be wired and ready to hang. Saw-tooth hangers will not be accepted. No loose wires. The hanging wire should be about one-quarter or one-third of the way down from the top of the painting and minor slack in the wire. The hardware for the hanging wire must be secured to the frame and not the backing of the painting.
 - All paintings should be clear of fingerprints inside the glass, marks or blemishes on the matting, and insects or debris. The paintings will not be accepted if there are any of these issues.
 - Paintings under glass/Plexiglass must have a dustcover and not leave the matting exposed.
 - Varnished or waxed paintings must be framed with a 2-inch frame for paintings sizes up to 11 x 14 inches; 16 x 20 inches and above should have a 2 7/8 inch or larger frame. Too thin of a frame makes the painting look like a poster frame and does not enhance the painting. **Varnished/waxed paintings do not have outside matting. Be sure to size the paper to fit the frame prior to painting. Varnished/waxed paintings may be matted and framed under glass.**
 - **Review Framing Requirements.**
8. Due to the lack of display space, no accompanying documentation about the painting should be displayed with the work. A watercolor sheet is 30 x 22 inches. The size of the artwork submitted is based upon the location of the show and wall space available; **There may be a time when only one full sheet is allowed and this will be in the**

registration materials. Normally, the art work should be no larger than a framed half sheet (15 x 11 inches) or a 10 x 14-inch watercolor block framed. The members will be advised on the accepted sizes for paintings. The framed artwork which accepted is based upon allocated area for Signature or Associate artists:

- Two half sheets or
- One-half sheet, and two-quarter sheets or smaller, or
- Four quarter sheets or smaller – four paintings total
- No full-sheet paintings unless stated

9. Artist paintings and submissions for shows and Gallery 35:

- The painting must be the artist's own creation and not copies of another artist's work.
- Entries must be original. No use of any drawings from a workshop instructor. These drawings are the workshop instructor's intellectual property.
- Paintings should be done by the artist with no direct supervision by the instructor or the instructor who personally works on the painting. The paintings would be ineligible for shows and Gallery 35 exhibits.
- It is preferred that the artist take their own photos. Photos that are the instructor's, which are supplied to class members for practice, are often the sources that are used for the instructor's paintings. The paintings of class members using the instructor's photos should not be exhibited in shows or the Gallery as there may be duplication of work that is being exhibited. Class members may sell their paintings, but not at shows or in Gallery 35.

10. DWS retains the right to refuse any painting if the subject is deemed inappropriate or does not meet the framing or other requirements. The DWS Show Committee takes great care in handling the artwork, but it does not accept liability for any loss or damage.

11. **All paintings should have the artist's name and title on the back of the painting; the artist may add contact information such as an email address.** Members are encouraged to attach a Certificate of Authenticity on the back of the painting to protect the painting and the artist's creation. **All paintings must have a sticky note on the front with the artist's name, title of painting and price;** wall signs are made up from the sticky notes and are placed on the wall for the correct name of the painting.

12. Only artwork less than two-years-old is eligible.

13. Once a painting has been exhibited in a DWS show and competition, it is not eligible to be submitted to another DWS show. It can, however, be shown in Gallery 35 for sale.

Gallery 35 Exhibitions:

1. Gallery 35 is a transparent watercolor gallery and will show only transparent watercolors as per DWS requirements. **All DWS Show Requirements are applicable to Gallery 35 unless stated.**
2. Painting size and number of paintings may be limited by available space or category. **Read the Gallery 35 information for size limitations.**
3. The goal of Gallery 35 is to sell the artwork of the exhibiting artists. The artist must replace those paintings that sell within a week whenever possible. Artists must leave their entries for exhibition and sale for the three-month period as per the contract. Extenuating circumstances will be considered.
5. Artists may bring original paintings with them to sell when they are volunteering for a shift at the Gallery. Only transparent watercolor paintings are allowed and paintings can be any size, framed, unframed, matted in clear cello envelopes, or just the painting on watercolor paper. Paintings must have a price on them and all sales go through the Gallery with 25% paid to the Gallery. All sales should be noted in the sales receipt book. Paintings can be displayed around the desk or on the bench. The artist can bring an easel to display a painting. **No prints, giclee's, etc.** All paintings and equipment must be removed at the end of the shift and not stored at the Gallery. Labels are not required on the back or suggested authentication certificate unless matted and framed.