

# PROSPECTUS



# GO WITH The FLOW

Watercolor Artists of Sacramento Horizons

## 46th Annual Open Exhibition July 09 - August 03, 2024

### EXHIBITION CALENDAR

Sunday, June 23rd, 5:00 pm	Online Registration Deadline
Thursday, June 27th, 1:00 pm or before	Emailed Acceptance Notifications
Friday, June 28th, 2:00 pm - 4:00 pm	Receiving
Saturday, June 29th, 12:00 pm - 3:00 pm	Receiving
Tuesday, July 9th	Show Opens
Saturday, July 13th, 5:30 - 7:30 pm	Reception and Awards Presentation
Saturday, August 3rd, 3:00 - 5:00 pm	Show Takedown. Pick Up Paintings

*\*Please check your email before bringing your paintings. Occasionally it may be necessary to check your spam/junk mail folders*

### JUROR

#### Michael Friedland

Michael studied painting and design at Paier College of Art, Coronado School of Fine Arts and Philadelphia College of Art. After a forty year career as a designer, he has taught painting (with watercolor) for ten years in San Rafael, Corte Madera and Belvedere/Tiburon. He taught design and typography at L'Université du Québec à Montréal and at the Academy of Art University. He teaches at Yosemite's Summer Artists in Residency Program. He taught a workshop last summer in Italy. Michael is on the California Watercolor's board and is Director of their National Exhibition. He is an elected member of the Baywood Artists.

#### Michael's Statement...

I fell in love with watercolor in my first year of art school and have focused on painting with it ever since. I love the way that this very unique medium can capture the feeling of light and how it can be made to do things with color that no other medium can. It's a really wonderful medium to have spent a lifetime working with! For years I've collected colored glass vases, enjoying how they looked set against my windows. Looking at them one day, I finally realized, 'OH, it's the same thing as a watercolor...looking at (enjoying!) color illuminated by light!'

## ARTWORK REQUIREMENTS

Open to all watercolor artists 18 years of age or older.

Up to 3 paintings per artist may be submitted. **This is a juried show and you will be notified of the accepted paintings by email on or before June 27.**

Only original works are accepted. Paintings may not be copied from another, including published or copyrighted photos. Paintings may not be produced as part of a class or workshop.

Paintings must be completed within 3 years of submission deadline and not previously shown at a prior SFAC event.

Watercolor, Casein and Gouache are acceptable. Acrylic may be used if clearly diluted and transparent. No heavy acrylic or impasto will be accepted.

Paintings must be two-dimensional and primarily of watermedia on paper surface; Yupo and Tyvek are acceptable. No canvas or canvas board. No collage. No digital media, photography, prints or reproductions. No Artificial Intelligence.

Sales will be between the purchaser and Sacramento Fine Arts Center. SFAC receives 30% commission from members.

## FRAMING AND PRESENTATION

All work must be signed by the artist.

All artists must affix the attached Artists Entry label in the upper left corner on the back of each painting. Labels must be filled out entirely and signed. Entry labels are provided on the last page of the prospectus.

All paintings on paper must be framed and matted w/ edges covered, deckled edges OK.

All items must be fitted with wire firmly attached to the frame with flat or D-ring brackets. No saw-tooth hangers, screw eyes, clamps, etc. Must attach D-rings to the frame and not to the backing board.

All raw ends of wire must be taped. No string.

Paintings done on paper or Yupo must be covered by glass or an acrylic glass alternative.

Maximum size, including frame, is 30x42"

Maximum glass size shall be 24x36". Any larger must be acrylic/plexiglass.

Shipped paintings should use acrylic and must include pre-paid return label and packaging.

Broken glass, scratched acrylic, soiled mats or frames, staple holes, etc. will not be hung.

## HOW TO SUBMIT AN ENTRY

Entry fees are \$35 for the first entry and \$10 for each additional entry. ENTRY FEES ARE NOT REFUNDABLE.

Your entry must be completed online at [SmarterEntry.com/CallsForEntry](https://SmarterEntry.com/CallsForEntry).

Paintings must be uploaded in SmarterEntry in order to be accepted into the show.

No in-person registration.

If you need help submitting an entry you may call/text Susy Soulies @ 916.549.9376 or email [designs@susyq.com](mailto:designs@susyq.com)

You will need the title of your painting and the selling price.

A digital jpg image of your painting. 300 dpi. Show only the image without mat or frame. Photographing without glass is preferable for image quality.

## REMOVAL

Artists should pick up their work at designated times. If they are unable to do so, they should arrange to have someone else pick up the work and provide the alternate with written permission. All exhibited or submitted work must be picked up at the close of the show. Work left longer than one week after closing will be assessed a \$5 per week storage fee. Without prior arrangement, work left longer than one month after closing becomes the property of the Sacramento Fine Arts Center. Shipped artwork will be packed and shipped the week following the close of the show.

## LIABILITY

Insurance is the responsibility of the artist. No responsibility for loss or damage to any work will be assumed by SFAC, WASH, or any members. SFAC reserves the right to remove any submission deemed inappropriate or detrimental to SFAC.

WASH reserves the right to photograph artwork or copy images for promotional purposes. 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 OR ASSISTANCE

Susy Soulies, WASH co-Show Chair

Email any questions you email: [designs@susyq.com](mailto:designs@susyq.com). You can call Susy at 916 549 3976.

**Attach a copy of completed Entry Label** to the upper left-hand corner on the back of each painting to be entered and deliver the paintings to SFAC. This label is required - **no substitutions allowed.**



**Artist Entry Label**

Artist: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Price or NFS Value: \_\_\_\_\_

**AGREEMENT:** I have read and agree to abide by **all show rules**. I waive any and all claims against WASH and/or Sacramento Fine Arts Center and individuals associated with the exhibition. Submitted art is my original work and has never been shown at SFAC. My work will be removed on removal date or the following week. My work may be reproduced for the catalog or publicity.

\_\_\_\_\_  
Artist Signature



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