



Hosts the  
**35<sup>th</sup> Annual**  
**Western Federation of Watercolor**  
**Societies**  
**Exhibition**  
**MAY 14 – JUNE 28, 2010**

Utah Watercolor Society



**Juror: Carla O'Connor**

Invitational Exhibition of Contemporary International Watermedia Masters, Nanjing, China, 2007-08 and "Watercolor!" Peninsula Fine Art Center, Newport News, VA.

In addition to earning a BFA in painting from Kent State University, Carla has done additional formal study at the University of the Americas, Mexico City; University of Dayton, Ohio; and the University of Wisconsin, Milwaukee. She is a signature member of the American Watercolor Society, National Watercolor Society and Northwest Watercolor Society and is an AWS Dolphin Fellow.

Carla is the recipient of many awards including awards from the National Watercolor Society and the American Watercolor Society including the AWS Silver Medal. Her work has appeared in numerous publications including Nita Leland's "Exploring Color" and "The New Creative Artist" as well as "Splash 5 - The Glory of Color". She has authored articles for U.S. publications including The Artist Magazine, International Artist Magazine, Watercolor Magic, Watercolor, American Watercolor Magazines, and The Artist, in the United Kingdom.

O'Connor teaches workshops throughout the year in the U.S. and abroad and her teaching DVD, "Figure Design in Gouache- The Process" was released in the July of 2008. For more information about Carla's work and her DVD, visit [www.carlaoconnor.com](http://www.carlaoconnor.com).

Our talented juror, Carla O'Connor has juried for many national and international art exhibits including AWS and NWS, the Rocky Mountain National Exhibition, California Watercolor Society, Watercolor Art Society – Houston, and AWS International Exhibition in 2008. O'Connor participated in the First

**WESTERN FEDERATION OF WATERCOLOR SOCIETIES**

The Western Federation of Watercolor Societies (WFWS) was formed 35 years ago through the foresight and work of Dr. David Gale (1915 - 1980) of the New Mexico Watercolor Society. Today, the WFWS includes over 4,500 artists in ten regional watercolor societies and guilds.

The WFWS encourages and recognizes artistic excellence and works to increase visibility of watercolor as an artistic medium through our annual exhibitions.

Arizona Watercolor Association (Phoenix, AZ)	AWA
Colorado Watercolor Society (Denver, CO)	CWS
Idaho Watercolor Society	IWS
Nevada Watercolor Society (Las Vegas, NV)	NWS
New Mexico Watercolor Society (Albuquerque, NM)	NMWS
San Diego Watercolor Society (San Diego, CA)	SDWS
Southern Arizona Watercolor Guild (Tucson, AZ)	SAWG
Southwestern Watercolor Society (Dallas/Ft. Worth, TX)	SWS
Utah Watercolor Society (Salt Lake City, UT)	UWS
Watercolor Society of Oregon	WSO
West Texas Watercolor Society (Lubbock, TX)	WTWS

**Key Dates for the Artist**

Nov. 15, 2009	Entries due to your Society Delegate
Jan. 28, 2010	Accepted notices mailed to Delegate
Feb. 19, 2010	Matted paintings due to society delegate
May 14, 2010	Exhibition opens to Public
	Dessert Reception 6:30 – 9:00 p.m.
June 28, 2010	Exhibition Closes
July 6 – 15, 2010	Artwork returned via shipper to artists

**AWARDS**

Best of Show	\$1000
David Gale Memorial Award	\$700
Award of Excellence (4)	\$500
Award of Merit (4)	\$300
Honorable Mention (3)	\$200

# 35<sup>th</sup> Annual WFWS Exhibition

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## ENTRY REQUIREMENTS

1. The artist must be a member of one of the societies in the Western Federation of Watercolor Societies (WFWS) and may enter through one society only.
2. Work must be original and completed within the last two years. All work must be water media on paper or yupo presented in a primarily aqueous manner. Water media includes watercolors, acrylics, inks, gouache, casein, egg tempera, watercolor pencils and watercolor crayons. Collage materials must be painted by the artist with water media. Non water based media may be integrated into a primarily aqueous painting as a minor element (20% or less of the surface). No copies of another artist's work or recognizable use of another's copyrighted intellectual property will be accepted. Paintings must not have been shown in any WFWS, national or international exhibition.
3. Size Limitations:  
Maximum outside mat size: 32" x 40" – **(must be in whole inches – no fractions!)**  
**Minimum mat width: 3.5"**  
Minimum image size 8" x 10"
4. Entries will be submitted digitally, either as an email attachment or on a CD enclosed with your entry. CDs will not be returned. (See Digital Image Requirements)
5. Accepted works must be matted with a single white or off-white mat (no gray or beige). Include a 3/16<sup>th</sup> inch foamcore backing in a labeled, resealable plastic sleeve.
6. No price changes will be accepted. **PAINTINGS MUST BE FOR SALE** and available for the duration of the show. A 30% commission will go to the Utah Cultural Center.
7. Submission will be rejected if it does not conform to information provided with entry. The juror's decision is final. Permission is assumed by UWS to reproduce accepted artwork for the catalog and promotional uses. Failure to provide accepted artwork will result in the artist being ineligible to enter WFWS for the following two exhibitions.

## FEES – Make check payable to your society

One entry is \$25, \$5 additional each for up to 2 more entries. Only one painting per artist will be accepted. Entry fees are non-refundable. All entrants will receive a full color catalog. Additional catalogs may be purchased from UWS for \$15.

**IF ACCEPTED** - Accepted paintings must be shipped by the artist with a pre-paid return. A handling fee of \$40 will be required. Detailed instructions for labeling and shipping will be included with notification of acceptance.

**IMPORTANT** - Entry form, digital files (and questions) should be sent to your society's delegate, not to UWS. Your society's contact information is:

<b>Society: Southwestern Watercolor Society SWS</b>	
<b>Delegate:</b>	<b>Jones C. McConnell, Jr. 1150 Midway Drive Richardson, TX 75081</b>
<b>Email:</b>	<b><a href="mailto:jmccconnell@hharchitects.com">jmccconnell@hharchitects.com</a></b>

## DIGITAL IMAGE REQUIREMENTS

Digital image files **MUST** conform to the following requirements:

1. File format: .jpg files (no exceptions).
2. Resolution must be 300 dpi
3. Image size must be set so the longest dimension is 1200 pixels.
4. Each image file must be named as follows: Society initials, first four letters of last name, painting number (1, 2, 3), painting title (short versions please), .jpg extension.  
Example: Utah, Sue Martin, 1<sup>st</sup> entry, "Making Memories at Western Events" would be:  
UWSMart1MakingMemories.jpg
5. Put the image(s) on a CD or email them to your local delegate.

# 35<sup>th</sup> Annual WFWS Exhibition May 14 – June 28, 2010

Keep This Section for Your Records

Entry #	Complete Title (please print)	Price	Image Size H x W	Mat Size H x W
Entry #1				
Entry #2				
Entry #3				

Check List (Contact \_\_\_\_\_ with questions)

- \_\_\_\_\_ Painting has not been in prior WFWS, National or International Exhibition
- \_\_\_\_\_ JPG digital file emailed or on CD and enclosed (CDs will not be returned)
- \_\_\_\_\_ Check enclosed, made out to your society
- \_\_\_\_\_ Entry form, signed and completed
- \_\_\_\_\_ Email address or self-addressed, stamped, envelope (#10 business) included

### Key Dates

Nov 15, 2009    Entries due to Nancy M. Lund  
 Jan 28, 2010    Accepted notices mailed to Nancy  
 Feb 19, 2010    Matted paintings due to Nancy

## ENTRY FORM

### 35TH ANNUAL WESTERN FEDERATION OF WATERCOLOR SOCIETIES EXHIBITION

Neither the Utah Watercolor Society nor its officers, nor any receiving or leasing agent will be liable for loss or damage to any work of art submitted to this exhibition. Insurance, if desired for shipping, exhibition or any other reason, is the responsibility of the individual artist. Images of selected work may be used for publicity, catalog or slide shows at the discretion of the UWS. By submitting work to this exhibit the artist agrees to the conditions set forth on this entry form. I hereby agree to the above liability clause and to abide by all the rules and regulations set forth in the prospectus of the Western Federation of Watercolor Societies 35th Annual Exhibition. Permission is granted to photograph my painting and use my image for publicity purposes.

Artist signature \_\_\_\_\_ Date \_\_\_\_\_

PLEASE PRINT CLEARLY

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

JPG File provided as:

\_\_\_\_\_ Email attachment

\_\_\_\_\_ CD (enclosed)

Entry Fee    1 entry    \_\_\_\_\_ \$25  
                   2 entries    \_\_\_\_\_ \$30  
                   3 entries    \_\_\_\_\_ \$35

Check # \_\_\_\_\_

Entry #	Title	Medium	Price	Image H x W	Outer Edge of Mat H x W
Entry #1	Title _____				
	File Name _____				
Entry #2	Title _____				
	File Name _____				
Entry #3	Title _____				
	File Name _____				

**Fill in this section and provide a self-addressed stamped #10 envelope if you do NOT wish to be notified by email**

Artist's name:

Entry 1

Title \_\_\_\_\_

Accepted    Not Accepted

Entry 2

Title \_\_\_\_\_

Accepted    Not Accepted

Entry 3

Title \_\_\_\_\_

Accepted    Not Accepted



Utah Watercolor Society

c/o Nancy Maxfield Lund  
242 East Cottage Wood Lane  
Murray, UT 84107

35th Annual  
Western Federation of Watercolor  
Societies Exhibition

**May 14 – June 28, 2010**

Utah Cultural Celebration Center

1355 West 3100 South

West Valley City, UT 84119



**WFWS**

Western Federation of Watercolor Societies