

2024 PROSPECTUS
48TH NATIONAL EXHIBITION
TWSA

TRANSPARENT WATERCOLOR SOCIETY OF AMERICA

\$25,000+ in cash awards

WWW.WATERCOLORS.ORG

ENTRY DEADLINE: JANUARY 31, 2024

Exhibition Dates: May 4, 2024 - August 4, 2024, Kenosha Public Museum, Kenosha, WI
Entry Fee: TWSA member in good standing and dues paid for 2024. (Fees waived for Life Members) Cafe is set up to accept membership dues and entry fees combined. \$40 for dues and \$25 entry fee for one or two images. If you have prepaid dues or are a Life member, use appropriate Coupon Code during checkout. (See below)

Online Entry Only through CaFE **www.callforentry.org**

Kenosha Public Museum will handle sales and charge a 30% commission.

CALENDAR

January 31 Online Entry Deadline

First Week of March - Notifications sent by email

April 12-19 Shipped paintings due at Kenosha Public Museum. Shipping details will be sent to accepted artists. Paintings are NOT to arrive prior to April 12.

May 4th Exhibition Open

June 5-7 Birgit O'Connor and Stephen Zhang Workshops

June 8th. 10:30 am and 2pm Demos by Juror/Instructors

5:00 Reception and Celebrate Watercolor Awards and Dinner

June 10-12 Birgit O'Connor and Stephen Zhang Workshops

August 4 Last Day of Exhibition

Week of August 5th - Paintings shipped

ELIGIBILITY

- Residents of North America 18 years of age or older
- Must be original work of the entrant, created after January 1, 2022, with no supervised instruction.
- Must be a member of TWSA in good standing whose dues are paid for 2024.
- May not be a copy, likeness or derivative of another person's artistic creation.
- **May not be in a virtual exhibition during the dates of May 4th-August 4th while hanging in the TWSA Exhibition.**

REQUIREMENTS OF PAINTINGS

“Transparent watercolor painted in a transparent manner.” TWSA has recently utilized alternate selections due to final screening findings of heavy opacity. PLEASE, remember, regardless of what the pigment is rated, if you apply too many multiple washes, it can become opaque. Hold it up to natural light and if you see a shiny or leather-like appearance, it's opaque.

- Must be transparent watercolor, applied on a single piece of rag or wood pulp paper that is free of pigment and imbedded materials. **For a complete description of transparency please go to www.watercolors.org - explanation of Transparency located in the FAQ section.**
- Graphite pencil may be used only for planning marks.
- The following grounds, treatments, and media are excluded:
 - Opaque white paint, of any kind, such as titanium white, Chinese white, etc.
 - Gesso, matte medium, or any other priming material or exterior surface treatment
 - Gouache, acrylics, or water-soluble oils
 - Inks, metallic, or iridescent paint or products that leave a metallic, graphite, or reflective sheen. Be aware that some of the Daniel Smith prima tek pigments can possibly contain iridescence, eg.: Kyanite, Bronzite etc.
 - Watercolor crayon, colored pencil, charcoal, pastel, Conte sticks, or Conte Crayons
 - Varnish, wax, wax crayon, oil sticks, or oil pastel
 - Collage or surface constructions, impasto, embossing
 - Watercolor resist, such as Frisket, that is not completely removed from the final painting
 - Yupo or similar papers.
 - Canvas or canvas paper
 - Use of digital images or enhancements printed on the paper
- Maximum frame size not to exceed 50” on any side.
- Simple, neutral frames are preferred. **KPM framing guidelines can be found on the TWSA website.**
- Mats must be white or off-white. A colored liner is acceptable. If you are floating your work, follow the instructions given by KPM on our website in the FAQ section.
- Minimum image size (mat opening) is 8 x 10.
- TWSA reserves the right to withdraw any entry it deems inappropriate or objectionable.
- Follow the image upload requirements stated by Cafe. www.callforentry.org
- Work previously exhibited in a TWSA Exhibition is not eligible.(includes online exhibition)
- The TWSA Screening Committee will examine all delivered paintings for compliance with its Exhibition requirements.
- Accepted paintings must match the online entry image.
- Online entry stated sales price may not be changed.
- Paintings not adhering to requirements will not be exhibited and will be returned at the artist’s expense.
- Entry Fees will not be refunded for any reason.
- Images of exhibited artwork may be used without charge for advertising and promotion.

JURORS

Birgit O’Connor

Master artist Birgit O’Connor is an internationally known award-winning artist, judge, juror, and author known for her original paintings and inspirational teaching style. She is a signature member of M-NWWS, M-CWA, M-LWS. Her memberships include Cambridge Who’s Who, Who's Who in America, and Who's Who in American Women. Her books “Watercolor in Motion”, “Paint Watercolor Flowers” and “Watercolor Essentials” are top-selling titles in her field, along with being included in over 60 national and international publications such as the New York Times, SF Gate, Watercolor Magazine, Dobry Zank, (Poland) "L'Art de l'Aquarelle (France).

www.birgitoconnor.com

Stephen Zhang, TWSA

Stephen Zhang is an award-winning artist and designer. He is currently an assistant professor at University of North Texas. His creative exploration has spanned across a broad range of projects and collaborations. His watercolor paintings have been exhibited internationally in shows such as the Chinese National Art Exhibition, Art Olympia in Japan, and the US Embassy in Equatorial Guinea. In workshops, Stephen works with artists on both fundamentals and creative expression through thoughtful process and insightful feedback. Stephenzhangart.com

TO SUBMIT ONLINE ENTRIES

• **PREPARE YOUR IMAGE FOR UPLOAD**

Image must be JPEG or JPG only.

Cropped to show only the artwork...no mat or frame may be visible

BE sure your images are right side up.

Resize to 1,200 pixels or greater on the longest side

HOW TO RESIZE

On a Mac Using Preview:

1. Select the image file you want to resize.
2. Right-click/select Open with Preview
3. Go to Tools, then Adjust Size.
4. Choose Fit Into Custom and resize the image to 1200 pixels or larger on the longest side.
5. Click OK.

On A PC Computer:

1. Select the image you want to resize.
2. Go to the toolbar and select Edit Pictures.
3. Go to Change Picture Size and click Resize.
4. Choose Custom and resize to 1200 pixels or larger on the longest side.

• Go to [**www.callforentry.org**](http://www.callforentry.org)

• On the **LOGIN** page, enter your username and password.

If you forgot your username and/or password:

1. Go to the forgot username page.
2. Enter the email address you registered with.
3. Click Retrieve.
4. Go to you inbox to check for the Forgotten Login email and/or
5. Go to the Forgot password page.
6. Enter email address AND username.
7. Click Request Reset.
8. Go to you inbox to check for the Password Reset link for the username submitted. Link is valid fro 24 hours.
Click the password reset link in the email and create a new password.

- To **SIGN UP** for CaFE, create a free CaFE account profile.
 1. Go to the Register for CaFE page.
 2. Read and agree to the CaFE Terms and Conditions.
 3. Complete the account profile requirements on the screen and create a username and password. (Usernames and passwords are limited to 7-30 characters. You can use letters, numbers, and periods. Do not use spaces, apostrophes, single or double quotations, or accent marks.)
 4. Click Register Now to create an account.
- **ENTER** Information and Images (follow CaFE guidelines and requirements)
 - Images: Minimum 1, Maximum 2
 - Entry Fee is \$25 for one or two images.
 - **Life Members** are FREE. Use code, **TWSA4Life** for EACH entry (otherwise you will be charged \$5 for the second image).
- **PREPAID** new and renewing TWSA Members enter coupon code **40offTWSA** in Coupon Box. You MUST have prepaid your 2024 dues. You will be charged the \$25 entry fee only. TWSA monitors entries and improper usage of coupon codes will automatically disqualify your entry.
- **UNPAID** New and Renewing Members (without leaving this site) enter 1 or 2 images for \$65. You will AUTOMATICALLY become a new or renewed TWSA member.

(Helpful Information)

- Dollar = Sales Price
- Value = If not for sale, it is the value of your painting for museum insurance.
- Paintings not for sale must be designated 'NFS'
- 30% Commission is charged by the Kenosha Public Museum for paintings sold.

- **Upload Work** - Acceptable Upload-Ready Files
 - File Types: JPEG or JPG only
 - File Dimensions: 1,200 pixels or greater on the longest side
 - File Size: Under 5 MB

- Please allow time for unforeseen circumstances in your submission, you don't want to miss the deadline.
- Deadlines in CaFE are at 11:59 PM Mountain Time Zone on the day of the deadline.

LIABILITY

Fees are non-refundable. By submitting your application you grant the Transparent Watercolor Society of America (TWSA) permission to reproduce any accepted image for our annual catalog as well as to help publicize future exhibitions via newspaper, magazines, mailings and internet. Information provided on this application will be used in exhibition related materials. (ie. Your name will appear exactly as submitted on entry form, and the address you use on your entry will be the address used for all mailings).

STATEMENT OF LIABILITY: All artists are responsible for insuring their paintings to and from the exhibition. The Kenosha Public Museum provides insurance during the exhibition. Neither TWSA nor Kenosha Public Museum will be responsible for damage or loss during transport to and from the museum. PLEASE...DO NOT USE PACKING PEANUTS or CRATES TO SHIP.

