



New Mexico Watercolor Society

Hosts the 36th Annual Western Federation of Watercolor Societies Exhibition MAY 6 – JUNE 5, 2011 (Thursday – Sunday)



Juror: Dale Laitinen

Our juror, Dale Laitinen has been painting for over forty years with thirty five of those in watercolor. Laitinen is a signature member of the National Watercolor Society, and Watercolor West. He is a graduate of Modesto Junior College and San Jose State University with a BA in Art with a painting concentration. He is a past juror of many national and regional

exhibitions including Watercolor West, Kentucky Watercolor Society, Utah Watercolor Society, Watercolor Society of Oregon, Red River Watermedia Show, Magnum Opus and many others. A native of northern Minnesota, Dale has lived, moved, and traveled across the American West and this figures prominently in his work. One of the signatures of a Laitinen painting is the long view with the natural forms of the topography being foremost. His works extend to the interaction between structures such as roads, dams, canals, powerhouses, and the natural landscape. In one of these paintings one might find a concrete dam that spans a river canyon, or a highway that cuts through desert sandstone, or a shadow of a bridge that crawls slowly across a red rock wall. After college Dale spent eight years as an independent trucker hauling freight across country. In 1985 he turned to painting full-time. Some of the periodicals he has been featured in are, The Artist's Magazine, Watercolor Magic, Watercolor Magazine, and Drawingboard Magazine. Laitinen's work has been featured in several books including The Splash Series, Painting with the White of your Paper, The Transparent Watercolor Wheel and more. An active workshop instructor, Dale has traveled widely in both the US and abroad.

Dale Laitinen's website: <http://dalelaitinen.com/>

Western Federation website: <http://www.wfws.org/>

WESTERN FEDERATION OF WATERCOLOR SOCIETIES

The Western Federation of Watercolor Societies (WFWS) was formed 36 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 eleven 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 | 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, 2010 | Entries due to your Society Delegate |
| Jan. 28, 2011 | Accepted notices mailed to delegates |
| Feb. 19, 2011 | Matted paintings due to society delegate |
| May 6, 2011 | Exhibition opens to Public |
| | Reception & Awards 6:30 – 9:00 p.m. |
| June 5, 2011 | Exhibition Closes |
| July 6 – 15, 2011 | Artwork returned via shipper to delegates |

\$6000 in AWARDS

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

36th Annual WFWS Exhibition

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-based media on paper or yupo presented in a primarily aqueous manner. Water-based 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 10" x 14"
4. Entries will be submitted digitally as an email attachment to your society delegate **or on a CD** **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 3/16th inch foamcore backing in a labeled, re-sealable plastic sleeve.
6. No price changes will be accepted. **PAINTINGS MUST BE FOR SALE** and available for the duration of the show. Upon sale a 25% contribution would be appreciated to NMWS.
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 NMWS 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 \$30, \$5 additional each for up to 2 more entries. Only one painting per artist will be accepted. Entry fees are non-refundable. Each entrant will receive a full color catalog. Additional catalogs may be purchased from NMWS for \$15.

IF ACCEPTED - Accepted paintings must be shipped by your society delegate or by the artist with a pre-paid return using an "**Air Float Container.**" A handling fee of \$40 for each accepted painting, made payable to NMWS, 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 NMWS. Your society's contact information is:

Society: *Nevada Watercolor Society*

Delegate: *Katherine Christensen (702)897-8874*
8339 Rainrock Court
Las Vegas, NV 89123

Email: *sd8339@stlv.net*

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: NMWS, Sharon White, 1st entry, "Memories of Taos New Mexico" would be: NMWSwhit1Memories.jpg
5. Attach the image(s) to an email and send them to your local delegate. **(or mail the image(s) on a CD to your local delegate)**

36th Annual WFWS Exhibition May 6 – June 5, 2011

Keep This Section for Your Records

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

Check List (Contact Kathy Christensen (702) 897-8874 with questions)

- _____ Painting has not been in prior WFWS, National or International Exhibition
- _____ JPG file emailed to your society delegate **or on CD (CDs will not be returned)**
- _____ Check enclosed for entry fee, made out to your society
- _____ Entry form, signed and completed
- _____ Email address **or**
a self-addressed, stamped, envelope (#10 business) included
only if you **DO NOT** wish to be notified by email

Key Dates

Nov 15, 2010 **Entries due to your Society Delegate**

Jan 28, 2011 Accepted notices mailed to Delegate

Feb 19, 2011 Matted paintings due to Delegate

ENTRY FORM

36TH ANNUAL WESTERN FEDERATION OF WATERCOLOR SOCIETIES EXHIBITION

Neither the NM 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 NMWS. 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 36th 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 _____ \$30
 2 entries _____ \$35
 3 entries _____ \$40

Check # _____

| | | 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 only if you DO NOT wish to be notified by email

Artist's name:

| Entry 1 | Entry 2 | Entry 3 |
|--------------------------|--------------------------|--------------------------|
| Title _____ | Title _____ | Title _____ |
| Accepted Not Accepted | Accepted Not Accepted | Accepted Not Accepted |