SPOKANE WATERCOLOR SOCIETY 2027 NATIONAL JURIED SHOW PROSPECTUS

EXHIBITION DATES: April 1 through May 2, 2027
EXHIBITION LOCATION: Northwest Museum of Arts and Culture (MAC)
Helen South Alexander Gallery, 2316 W 1st Ave, Spokane, WA 99201
SHOW COORDINATOR: Terese Fandel | EMAIL: ***nationalshow@spokanewatercolor.org***



JUROR: Michael Holter AWS, NWS, AIS, TWSA, SWS | ***https://www.michaelholter.com***
Michael Holter is an award-winning artist who works in watercolor and oil. His paintings can be found in private and corporate collections in the US and abroad. Michael's work experience spans a wide range of creative challenges. He has been an art teacher, creative director and businessman in both fine art and commercial art. He holds a bachelor's degree in art education and an MA in Visual Communication.

Michael is a member of the Salmagundi Club, a signature member of The American Watercolor Society, The National Watercolor Society, The American Impressionist Society, The Watercolor Honor Society, The Transparent Watercolor Society of America, The Outdoor Painter Society, the Southwestern Watercolor Society, The Missouri Watercolor, The Society of Watercolor Artists and more.

SPOKANE WATERCOLOR SOCIETY (SWS):

- Founded in 1952, the mission of the Spokane Watercolor Society (SWS) is to foster the development and growth of artists in the medium of watercolor and promote watercolor art.
- Application for entry into this competition is accomplished through the Call for Entry (CaFÉ) website at ***https://www.callforentry.org.***
- For more information, please refer to the SWS website, ***https://www.spokanewatercolor.org***. All questions should be referred to the show coordinator.

2027 NATIONAL JURIED SHOW CALENDAR

CALL FOR ENTRIES OPENS	21 Nov 2026	
CALL FOR ENTRY ENDS (*11:59pm Pacific Standard Time*)	7 Feb 2027	
SHOW ACCEPTANCE NOTIFICATION (*by email*)	19 Feb	
RECEIVE SHIPPED PAINTINGS (*address provided to invitees*)	22-27 Mar	
ARTISTS DELIVER PAINTINGS	29 Mar	10:00 am-11:30am
SHOW TIMES/DATES (*MAC Tuesday through Sunday*)	1 Apr – 2 May	10:00 am-5:00 pm
RECEPTION & AWARDS PRESENTATION & ART REVIEW BY JUROR (*at the Helen South Alexander Gallery MAC*)	18 Apr	1:00 pm-3:00 pm
ARTISTS RETRIEVE PAINTINGS	3 May	10:00 am-11:30 am

CONDITIONS, RULES, AND STIPULATIONS

1. **ELIGIBILITY:** Artists living in the United States who are 18 years old or older may participate.

2. **ORIGINALITY:** Each painting must be an original work of art, painted only by you, and not produced in a class or workshop under supervision. You may not: submit copies or likenesses of another artist's work, or use reference work(s), or published source(s) not attributable to you. Al-generated images may not be used for reference material or submitted artwork.

3. **SUBSTITUTIONS AND WITHHOLDINGS:** Artists may not substitute another work for an accepted work and, if accepted into the show, may not withhold their work for any reason. Penalty may include exclusion from future SWS shows as determined by the SWS Board of Directors.

4. **CURRENT WORK:** Entries must have been executed after January 1, 2025 and not exhibited in any previously Juried SWS exhibition.

5. **SUBJECT MATTER:** Unsuitable material will not be hung. Nude representations are not allowed. Decisions of the show chairperson are final.

6. **MEDIA:** All paints and media used must be water-soluble (i.e. watercolor, gouache, acrylic, casein, or ink.) Water-miscible oils are not allowed.

7. **SURFACE:** The painting must be accomplished directly on natural fiber paper, illustration board or clayboard.

8. **COLLAGE:** Collage may be used on up to 20% of the painting. All collage materials must be original designs executed on watercolor paper. The use of a computer reproduction is not allowed.

9. **PAINTING SIZE:** The completed painting entered on the CaFÉ website will consist of only the Visible Painting Area. The Visible Painting Area is the painted area seen when the painting is on display.
    - The visible painting area must be a minimum of 8" on the shortest side and a maximum of 30" on the longest side.
    - The image of your painting, as entered on the CaFÉ site, should not include portions of the frame, mat, or liner.
    - If accepted for the show the painting delivered must be the same painting entered through the CaFÉ site.

10. **PHOTO IMAGE FILE:**
    - File Type: JPEG or JPG only.
    - File Dimensions: 1,200 pixels or greater on the shortest side.
    - File Size: 2 to 5 megabytes (MB)

11. **MATTING AND FRAMING REQUIREMENTS:**
    - Traditional framing (mat and glazing) and alternative finishes (archival wax/varnish) are allowed. Works finished with an alternative finish must be framed in a floater frame, plein air frame or other framing method intended to be used without glazing.
    - All traditional matted and framed pieces must be under polycarbonate or acrylic glazing. The painting surface must not touch the glazing.
    - Glass is not allowed
    - Maximum weight is 40 lbs.
    - Single or double white or nearly white matting is required. No colored mats are permitted.
    - A liner (white, off-white, or colored) is allowed.
    - Spacers are allowed.
    - Saw tooth hangers are not allowed.
    - The visible mat (including liner) should be a minimum of 2.5" to a maximum of 6".
    - The liner reveal should be no greater than ¼".
    - All entries must have a professional appearance and be free from damage or blemishes. Matting and framing

not professional in quality may be disqualified. Final decisions regarding framing will be made by the show chair in collaboration with the gallery director when the show is hung. A wait listed piece may be selected to replace the denied piece. Please read the framing guidelines carefully.

12. **ENTRY**:
    - FORMS: Entry is accomplished by completion of online form at the CaFÉ website (***www.callforentry.org***). Search for Spokane Watercolor Society 2027 National Juried Show
    - IMAGES: JPG or JPEG images will be used by the juror to determine the paintings admitted to the show. Provide the best picture you can that accurately reflects your entry(ies). SWS suggests your submissions be professionally scanned or photographed if you are unsure.
    - FEES: Individuals may submit a maximum of two paintings for this show. Members' entry fees for the first submission are reduced using a coupon code which will be distributed to SWS members. The coupon code is entered on the form at the time of submission. Entry fee payments are by credit card at the time of entry. All fees are nonrefundable.
    - SWS Member Entry Fees are 1st Painting $35 (*with coupon*)
      2nd Painting $25
    - Nonmember Entry Fees are 1st Painting $45
      2nd Painting $25

13. **JUDGING:** Acceptance into the exhibition will be done from jpg/jpeg image(s) provided in the application process. Notification of acceptance will be accomplished by email. Barring unforeseen circumstances, final judging will take place at the exhibition of the original paintings and the presentation of awards will occur on April 18th at a reception.

14. **ARTIST NOTIFICATION:** Artists whose submissions are juried into the exhibition will receive email notification. Artists' names along with titles of accepted paintings will also be posted on the SWS website.

15. **ARTIST BIOGRAPHY AND STATEMENT:** Artists selected to participate in the show will provide a current, single-page artist biography and artist statement, formatted as either a document (doc, docx) or rich text format (rtf)), including a current headshot jpeg image (please, no pdf files). A catalog of exhibition artists will be assembled by SWS for display at the exhibit. If you do not want your contact information to be public, do not include it in your biography and artist statement.

16. **SHIPPING:**
    - Shipping information will be provided to artists accepted into the show.
    - Artists who ship painting(s) must provide prepaid return shipping labels along with their shipped painting(s).
    - Shipped artwork will be returned in its original packaging.

17. **AWARDS:** The following awards will be presented:
    - First Place $600
    - Second Place $400
    - Third Place $300
    - Juror's Choice Award $100
    - Two Honorable Mentions $100 each
    - In addition to the above, sponsored merchandise may be also presented.

18. **SALES:** Entries are not required to be listed for sale and may be marked as not for sale (NFS). Entries listed for sale may be sold by SWS. Once entered, the price of your painting cannot be changed and a painting that is listed for sale may not be changed to NFS.
    - SWS receives a 20% commission and the artist receives 80% of the sale price on accepted paintings sold before the exhibition opens, on paintings sold during the exhibition, and on paintings sold because of having been shown at the exhibition and purchased within 30 days of the exhibition's closing.
    - Commissions will be subtracted by the SWS treasurer before issuing an artist a check for sold work(s).
    - Paintings will only be sold through the SWS website. The total sale price should include applicable sales tax,

framing and any shipping expenses that the artist may incur.
- Artists will be responsible for the filing of any required tax forms and for any required reporting of sale taxes on the monies they collect from sale(s) through this show.
- Sold paintings must hang for the duration of the exhibition.

19. **END OF SHOW:** Paintings must be retrieved Monday, May 3rd, 2027, between 10:00 am and 11:30 am.
    - Changes to the pickup of art must be coordinated with the show chairperson. It is the artist's responsibility to arrange with the chairperson for alternative pickup and/or shipping of their works before 3 May 2027.
    - Any work not retrieved at the end of the show will become the property of SWS to retain or dispose of as it deems appropriate.

20. **PROMOTIONAL USE:** Entry in this event entitles SWS to reproduce your artwork and entry information for promotional purposes. Images may be archived by SWS for future promotional use.

21. **LIABILITY CLAUSE:** The Spokane Watercolor Society (SWS) is an IRS designated nonprofit 501c (3) organization. SWS and its agent the MAC will take precautions to ensure the safety of the artwork. However, neither SWS nor the MAC will be liable for the loss or damage to any artwork submitted to the show. Insurance is the sole responsibility of the artist. By entering this event you agree to abide by the conditions, rules, and stipulations imposed by SWS. Failure to follow SWS conditions/rules may lead to disqualification of your entry. Inadvertent errors or omissions in this prospectus may require correction/update.