



Mid Southern Watercolorists  
41<sup>st</sup> Annual Juried Exhibition  
**Prospectus**

Historic Arkansas Museum  
200 East Third Street  
Little Rock, Arkansas 72201  
May 13, 2011 through August 7<sup>th</sup>, 2011

Deadline for Entries on MSW Website ([www.midsouthernwatercolorists.com](http://www.midsouthernwatercolorists.com)) Friday  
January 14<sup>th</sup>, 2011 at 9:00pm CST.

**Eligibility**

The competition is open to all past and present members of MSW, in good standing, and those who join MSW for the purpose of entering this exhibition and have a residence in one of the following states: Arkansas, Missouri, Texas, Mississippi, Louisiana, Oklahoma, Tennessee, Alabama, Georgia, Florida, Kentucky, and South Carolina.

Two paintings may be submitted by each member. All works must be the artist's original concept and execution and copies of works or photos of other artists are not permitted to be used as source material for any painting submitted to this exhibition. The Juror will determine all award winners and will be the sole judge as to which works will be selected for the exhibition. All requirements above, and those concerning matting and framing (see below) must be strictly observed. This year's exhibition will be held at the Historic Arkansas Museum in the River Market District of downtown Little Rock.

Entries and Registration will be accepted through the MSW website,  
[www.midsouthernwatercolorists.com](http://www.midsouthernwatercolorists.com).

**Media**

Original works executed on paper, unvarnished, must be of a water soluble medium; watercolor, acrylic, ink, casein, gouache, or egg tempera. Yupo, or other synthetic materials are not acceptable. Pastels are not eligible. If collage material is used, it must be the artist's original watermedia on paper. No mechanical reproductions or computer generated may be submitted.

**Dimensions, Framing, and Restrictions**

There is no minimum or maximum size for paintings. All paintings must be framed under Plexiglas. The frame must be simple but sturdy enough to support the weight of the artwork, without buckling the Plexiglas. NO GLASS will be accepted. Diptychs and dtriptychs must be mounted within a single frame. All paintings must arrive ready for hanging by wire and no saw tooth hangers or d-rings will be permitted.

Single or multiple mats are accepted and all matting must be white or off white. Colored liners are not permitted. Frames must be plain and undecorated gold, silver, black, or wood or metal; no wider than two inches.

### **Procedure and Fees**

You will be able to register and submit digital images of your work, and join MSW on the website ([www.midsouthernwatercolorists.com](http://www.midsouthernwatercolorists.com)). The fee for entry is \$25 for one painting and \$35 for two paintings. The annual MSW membership fee is \$35 and may be paid through PayPal on the website. For a list of the MSW members who have paid their membership fee for this exhibition, please refer to member listing on the MSW website.

Members who prefer to send a check for their fees (no cash please) may send it to the following address:

Bob Snider  
Exhibition Chairman  
7 Marans Drive  
Little Rock, Arkansas 72223

**All fees and entries must be received by January 17<sup>th</sup>, 2011.**

### **Entry Process:**

Detailed instructions and a step by step process are outlined on our website. After reading the Prospectus in its entirety, fill out the registration form on the website. You will be able to submit payments for annual membership dues and entries fees through PayPal, or by check. Next, submit digitals of your entry, or entries. Digitals of your work must be submitted in a standard .jpg format and under 3 megabytes. Care should be taken to present a digital image of your work that is as close to the original coloration and intensity as your painting. You will find helpful instructions for submitting your image on the Submission portion of our website. When your registration and submissions are successfully received, a verification email will be sent to the computer used to submit the entry. If you borrow another person's computer, or have someone else submit your entry, please identify yourself as the artist.

If you have difficulty with any of these requirements, please email the Exhibition Chairman at [robtsnider@aol.com](mailto:robtsnider@aol.com).

### **Delivery of Accepted Paintings**

You will be notified by email of acceptance or decline by Tuesday, February 1<sup>st</sup>, 2011. All accepted works must be delivered either by hand or shipped to be received by Friday

March 11<sup>th</sup>, 2011. Specific delivery instructions will be contained in the acceptance email.

Paintings that are not hand delivered must be shipped prepaid (both ways). The artist is liable for the expense of any repair necessitated by damage in shipment. Crates must be strong and in reusable waterproof boxes.

### **Return of Work**

Paintings must be picked up at the Historic Arkansas Museum on Monday August 8<sup>th</sup> between 10:00am and 11:00am. Shipped paintings will be returned following the end of the exhibition.

### **Identification Label**

All entries accepted into the exhibition must be delivered with an Entry Label attached to the upper right back of each painting. You will be furnished an example with the acceptance email. Please take care to Print or Type all information.

### **Liability**

All reasonable care will be given to the works submitted but neither MSW or the Historic Arkansas Museum will assume any liability for damage or deterioration before, during or after the exhibition. Artists should carry their own insurance.

### **Arkansas Arts Center Traveling Exhibition**

Accepted artists will have the opportunity to be chosen for inclusion in the Arkansas Arts Center Travel Exhibition. There may be no later substitution for the selected works for the travel exhibition and works may not be claimed until the exhibition returns to the Arkansas Arts Center in 2012. You will be notified by email if your work is selected when and where the paintings may be claimed.

### **Sales and Reproduction**

All work must remain in the exhibition for the full run of the exhibition period. MSW reserves the right to reproduce accepted entries in our catalog, press releases and on the website. Paintings sold must remain until the exhibition closes. Paintings that are not for sale must be marked "NFS" on the entry label. The Historic Arkansas Museum will charge a commission of 30% on works sold.

### **Agreement**

Submission of an entry will constitute an agreement between the artist and MSW to the condition and requirements set forth in this prospectus. You will be asked on the website Registration Form to confirm your compliance with the eligibility requirements when you register. Anyone violating the terms of the prospectus will not be permitted to enter the MSW for the following year, and may be subject to other sanctions by MSW.

### **Awards**

Cash awards in the approximate amount of \$7,500 will be presented at the exhibition opening reception on Friday, May 13<sup>th</sup>. We encourage all award winners to be present for the reception.

### **About the Juror**

Mark E. Mehaffey, a signature member of seven watercolor societies, including the American Watercolor Society and the National Watercolor Society, is our juror this year. Mark graduated with honors from Michigan State University and was an art instructor with the Lansing Public Schools from 1974 until his retirement in 2002. For a complete listing of Mr Mehaffey's many recognitions and awards, please visit his website [www.mehaffeygallery.com](http://www.mehaffeygallery.com).

### **Important Dates**

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| <b>Friday November 5<sup>th</sup></b>                          | <b>Prospectus available on Website and MSW Views Newsletter</b>                            |
| <b>Friday, January 14<sup>th</sup> 2011</b>                    | <b>Registration and Entry Deadline</b>   |
| <b>Tuesday, February 1<sup>st</sup> 2011</b>                   | <b>Acceptance/Decline Notification Email</b>   |
| <b>Wednesday, March 16<sup>th</sup><br/>10:00 am to 4:00pm</b> | <b>Hand delivery of accepted entries to the Terry Mansion of the Arkansas Arts Center.</b> |
| <b>Wednesday, March 16<sup>th</sup><br/>7:00pm</b>             | <b>MSW Monthly meeting. Presentation By Mark Mehaffey</b>                                  |
| <b>Friday, May 13<sup>th</sup></b>                             | <b>Exhibition Opening Reception and Award Presentation at Historic Arkansas Museum</b>     |
| <b>Sunday, August 7<sup>th</sup> 2011</b>                      | <b>Exhibition Closes</b>   |
| <b>Monday, August 8<sup>th</sup></b>                           | <b>Art Pick Up from 10:00am to 11:00am</b>   |

**At Historic Arkansas Museum**