



SOCIETY OF WATERCOLOR ARTISTS

2025 International Juried Exhibition

PROSPECTUS

\$6,000 in Awards

2025 Exhibition Calendar

Exhibition Dates: May 7th – May 28th, 2025

Entry Deadline: Saturday, March 29th, 2025

ALL ENTRIES TO BE SUBMITTED THROUGH CaFE (Call for Entries)

Notification of Acceptance: Saturday, April 12th (via e-mail)

Shipped pieces due: Wednesday, April 30th

Hand Delivered pieces due at House of NeVille Gallery: Saturday, May 3rd, 12am to 2pm

Juror Demo at SWA Monthly Meeting: Monday, April 21st, 7-9 pm

Juror Workshop: Tuesday, April 22,23,24

Reception/Awards: House of NeVille: Saturday, May 24th, 2 -4 pm

Take Down and Pickup: Noon-2pm Saturday, May 28th.

ARTWORK REQUIREMENTS

1. Artists must be 18 years of age or older.
2. Artists may enter up to three (3) paintings.
Only one painting per artist may be accepted into the show.
3. All paintings must have been created after March 2022 and not shown in any previous SWA exhibitions.
4. Work must be traditional watercolor on watercolor paper or Yupo. No canvas or other materials allowed. Acrylics, inks & gouache may be used, but cannot cover more than 10% of the surface.
5. Originality: Your entry must be an original work of art, painted only by you. Photo reference material must have been taken by you.
6. Artwork may not be displayed or offered for sale in another exhibition from April 12 – May 28, 2025.
7. All works must be available through the entire run of the show. No paintings shall be removed early.

Not Allowed in this exhibition:

- Collage
- Nudes
- Work done during a workshop or in a class that is not original subject matter of artist.
- Copies or likenesses of another artist's work.
- Digital reproductions printed onto surface.
- No use of Artificial Intelligence allowed to create reference material or painting.

ENTRY SUBMISSION & FEES

Artwork can only be submitted online via CaFE. If you do not already have a CaFE account, Click [HERE](#) to visit the CaFE website.

Image Requirements

File Format: JPEG or JPG

File Dimensions: 1920 pixels on the longest side.
300 dpi

File Size: 3 MB maximum. Be sure JPEG image is a high-resolution, high-quality image.

Click [HERE](#) to be directed to the CaFE entry page for this event.

Entry Fees: SWA Members - \$45 (USD)

Non-Members - \$55

(SWA membership options available on CaFE website.)

All fees must be paid online through CaFE website.

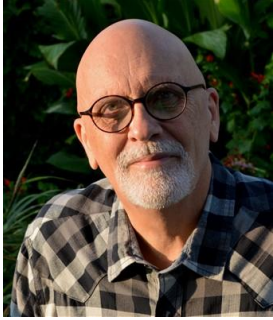
Applying through CaFE is a three-stage process:

1. Upload your paintings at *My Portfolio*
2. Apply to the SWA International Juried Exhibition at *Apply to Calls*
3. Complete and pay your entry fee at *Checkout*

All shipped paintings are required to pay additional \$20 handling fee.

Covers the cost of professional service that unboxes paintings, delivering them to the gallery in Fort Worth. They will store your boxes, then pick up the paintings and repackage them after the show is complete.

Juror: Michael Holter



AWS, NWS, AIS, TWSA, SWS

Michael Holter is an award-winning artist who works in watercolor and oil whose paintings can be found in private and corporate collections in the US and several foreign countries.

Michael says, "My work is impressionistic. I like to represent people or places and allow the painting to evolve from the structure of what is recognizable. The challenge is to balance the care needed to make the representation interesting... and perhaps believable, with the freedom, looseness and painterly quality that makes painting so unique and expressive."

"I have been influenced by artists such as Charles Reid, Richard Schmid, Burt Silverman, Frank Webb, John Singer Sargent, Ted Nuttall and many others. Even though I have an art degree, most of what I put into practice is self-taught through studying the work of these distinguished artists and much painting."

RULES & SALES

- Plexiglass must be used - **NO GLASS**.
- All paintings are to be framed. No frame can be wider than 2" on each side.
- **The minimum framed size is 15" in any direction.**
- **The maximum framed size is 42" any direction. No painting shall be smaller than 100 square inches image size.**
- Frames may be metal or wood.
- Diptychs/triptychs constitute one painting and must be framed as such.
- All work must be matted using a white/off white mat. A single, double or extra thick mat is acceptable. Floated work is allowed but must be adhered to a proper mat substrate which should have a minimum of 2" of mat showing all around.
- **Colored mats/filets, colored lining or colored backboards are not allowed and will be disqualified if delivered as such.**
- Work must hang by wire using D-rings or metal hanging hardware. No saw-tooth hangers or screw eyes allowed.

House of NeVille withholds 30% commission on sales. All entries must have a price clearly marked. Prices cannot be changed after the entry process. Details for shipping sold works will be worked out between SWA and the artist. Payment for sold artwork will be issued within 30 days of receipt of payment from buyer. SWA reserves the right to refuse entries depicting undue violence or obscenity as determined by the SWA Board of Directors.

Submission to the SWA juried exhibition constitutes an agreement on the part of the entrant to the conditions set forth in this prospectus. Every precaution will be taken in handling artwork. SWA, Box and Ship or the House of NeVille are not responsible for loss or damage to any work of art. Artists are responsible for loss/damage to any work, and for insurance of paintings to, from, and during the exhibit. Any artwork arriving without proper payment will be held until fees are paid. If, after 30 days, the artist has not provided payment, the artwork in question will become the property of SWA. If it is an award-winning piece, those payments will be deducted from the award before the painting is returned.

For questions regarding this exhibition, please contact the Exhibition Chair: Janet Southern
swaexhibitions@gmail.com

Exhibition to be held at
House of NeVille Gallery & Gatherings
2409 Neville St, Fort Worth, Texas 76107

WWW.SWAWATERCOLOR.COM

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