

SPECIFICATIONS FOR EXHIBITING

A watercolor shall be defined as: paintings on paper in watercolor, acrylic, casein, gouache, or other aqueous medium. Other media and collage, if used, must be in conjunction with water media. Watercolors hanging with SVWS shall be matted and framed and under glass or Plexiglas™.

Only watercolors or paintings with watercolor as the major medium may be hung with SVWS. On occasion other media will be accepted. THE FINAL DECISION ON MEDIA QUALIFICATION RESTS WITH THE GALLERY COMMITTEE.

Maintaining Standards

Each artist should strive for quality composition and execution at all times. When in doubt about a painting, study it for several months, bring it to SVWS group critique, and/or ask another artist's opinion. Remember that your painting not only reflects your professional standards, but it also reflects the standards of the Shenandoah Valley Watercolor Society. Signature members are expected to follow the established rules.

The Gallery Director, at each gallery, has the authority to reject work when an artist violates procedures or when quality is not up to SVWS standards. In addition, the management of the business where our galleries are located also has the right of refusal.

MATS – Mats greatly affect a watercolor's presentation. Neutral outer mats may be white or ivory (off white). These are the only acceptable colors for neutral outer mats, making works easier to hang in galleries and usually more appealing to prospective buyers. If color is needed in the mat, consider using it for an inner mat.

Mats need not be expensive or elaborate, but they must be cut straight, be of pleasing proportions, and be clean – no hairs, dust or fingerprints.

FRAMES – Frames should be appropriate for the work. They must be complete with screw eyes and hanging wire. Clips to tighten the painting against the frame should be used when needed. There should be NO movement between frame and glass! Wooden frames should have appropriate paper backing which has been neatly secured. Either foam core or mat board is recommended for use on the backs of paintings. Cardboard is unacceptable as backing material because of its high acidity and its non-professional appearance.

SVWS Sponsored Shows

Time schedules and requirements for individual SVWS sponsored shows will vary. Each artist must assume responsibility for knowing these requirements, as well as for delivering and picking up work at designated hours and locations.

Questions concerning specific shows should be directed to the Exhibition Director who has the authority to request additional paintings to fill a show or exhibition space. The Exhibition Director also has authority to reject work when an artist violates procedures or when quality is not up to SVWS standards.

Identification Cards

A SVWS Gallery Identification Label must be completed for each painting to be exhibited. The information on the card includes the name of the painting, artist and price. Personal cards may not be displayed on the front of the painting; however, one should be attached to the back. Information on the SVWS ID card **must** match information contained on the personal card. This information is critical for the Gallery should the SVWS identification card becomes detached.

Gallery Records

A gallery record or sheet will be kept for each SVWS show. This sheet will provide a record of shows and sales for artists. The artist must assume responsibility for registering each painting on the appropriate gallery sheet. Paintings should be checked periodically and kept neat and clean for prospective buyers.

Bin Gallery

Bin pieces must be of the same high standards as the artist's framed watercolors. Bin pieces must be appropriately matted and backed with foam core or mat board. Backing must adequately support the artwork. Pieces should be professionally shrink-wrapped. Saran® wrap and other plastics are not acceptable for use in the bin gallery. Prints may be presented without mats.

Sales Tax/Commissions

Payment of collected Virginia State sales tax is the responsibility of each artist. Your SVWS commission will be 7% on paintings sold through the society. Consider the gallery commission when pricing your paintings.