



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. He 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, 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 media on paper or yupo presented in a primarily aqueous manner. Water 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 (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 the New Mexico Watercolor Society.
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 – SDWS Entries **MUST** be completed on-line 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 - Use of an "**Air Float Container**" is strongly recommended. A handling fee, with each accepted painting, of \$40 to NMWS will be required. Detailed instructions for labeling and shipping will be included with notification of acceptance.

IMPORTANT - SDWS entries **MUST** be completed On-Line. The link will be on your personal home page after you log in.

Society: SDWS

Delegate: Daphne Preyer

Email: daphnewpreyer@cox.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: SDWS, Sue Smith, 1st entry, "Making Memories at Western Events" would be: SDWSSmit1MakingMemories.jpg
5. SDWS entries **MUST** be completed online. The link will be on your personal home page after you login.