

## WATERWORKS EXHIBITION FREQUENTLY ASKED QUESTIONS

### Q. Why can't I paint from magazine photos or photos I've purchased?

There are many skills used and decisions made when one creates a painting, with the selection of subject matter being one of the first. An original painting includes the originality of inspiration and is not borrowed from someone else's photograph. Read a larger article about this topic here: [Understanding Originality for Exhibitions](#)

### Q. What media are allowed in NWWWS exhibitions?

**NEW! As of 11.12.2023, the accepted media criteria has been revised.** In the spirit of embracing artists' varied, unique art practices, NWWWS will allow artists to incorporate formerly ineligible media in up to 10% of their painting. With the robust increase in the use of mixed media and the ever growing watermedia materials innovations, we want you, the artist, to manage your chosen media. We trust you to follow the below media guidelines with the knowledge that NWWWS reserves the right to inspect and disqualify any painting that does not abide by this generous criteria.

NWWWS exhibitions celebrate two dimensional art and your submitted paintings should show at their very best when reproduced online or in print. Use of any media that moves your artwork toward being 3-dimensional is ineligible.

#### **ELIGIBLE SUBSTRATES** (All must be archival):

Watercolor paper, mounted or unmounted on board  
Watercolor board or illustration board<sup>1</sup>  
Watercolor canvas, stretched or mounted on board  
Clayboard, Aquaboard, or other cradled board  
Handmade rice paper or other paper  
Other archival substrates

#### **ELIGIBLE SIZES**

All images must be four-sided rectangular or square (no round or other shapes).  
No diptychs or triptychs

Minimum size - 7" in any direction

Maximum size - no maximum in any direction (online exhibitions only)

**INELIGIBLE ART MAKING METHODS:**

Use of any printmaking equipment

Gelli prints

Modeling paste

**ELIGIBLE MEDIA (must be at least 90% of your painting):**

Watercolor, used transparently or opaquely

Gouache

Acrylic

Casein

Egg Tempera

Watercolor pencils & crayons

Watercolor inks

Procion water-based dye

Masking fluid

Primers such as gesso

Watercolor ground

Metallic paints (Refer to paragraph above. Metallics are discouraged).

**COLLAGE:**

All collage materials must have been painted by the artist.

No pre-printed material such as newspaper or magazine images may be used.

Commercially available pre-cut stencils may be used.

**ELIGIBLE ACCENT MEDIA: (may be NO MORE than 10% of your painting):**

Includes by not limited to:

Pastel, soft or oil

Various drawing media

Water soluble oil paint

Wax based pencil and crayons

Wax resist

If you have media or substrate questions, inquire before you submit. Ask your question by contacting the exhibition chair at: [exhibitions.ww@nwws.org](mailto:exhibitions.ww@nwws.org)

**Q. How do I increase my chances for being accepted into an exhibition?**

NWWS seeks out the best, most respected jurors to curate exhibitions. While each juror has personal criteria, each knows that the most successful exhibitions are a balance of subject matter and style while showcasing the most worthy paintings. This article, written by NWWS member, Sarah Love, provides insight into the jury process. How to Get into a Juried Show: [Tips from Six Well Known Jurors](#).

**Q. How do I prepare my image to be submitted.**

- It is recommended to photograph your painting in natural light and out of direct sun. Avoid taking photographs outdoors in early morning or evening light because the atmosphere affects the photographed image's color.
- Using a tripod is best. Square up the camera to the painting. Edit/crop the photo to the painting image's edges. Don't show any matting or framing.
- Use any photo imaging app to color correct (if needed) the photo to more closely match the actual painting. Remember that you may not enhance the photo to misrepresent the actual painting.

**Q. When and how will I know if my painting has been accepted?**

Look at the "important dates" in the prospectus and find the date that the accepted entries will be posted on the website. If your name is on the accepted entries list on the website on that date, you will also be sent an acceptance package through email with additional information. Only those who are accepted are specially notified.

**Q. What are framing guidelines that will enhance a painting?**

Paintings sold during an NWWS online-only exhibition are sold at the unframed price. When a painting is sold as an unframed piece, the buyer may request that the artist provide the piece framed and ready to hang. Framing costs are additional, and the artist coordinates and receives payment for framing directly from the buyer. These guidelines will assist both artist and buyer in making the

esthetic decisions that will provide a professional appearance that enhances the painting and meets the buyer's budget.

- MATERIALS - Choose framing, mounting, and matting materials that are archival to protect the buyer's investment.
- FRAMING A PAINTING WITHOUT GLASS – Paintings framed without glass should always have a protective sealant and/or varnish and be mounted on a rigid substrate to help prevent puncture damage. Ensure that all the edges are tight to the substrate.
- FRAMING WITH GLASS - NWWWS recommends shipped paintings be framed using plexiglass. A painting being hand-delivered might have either glass or plexiglass, depending on the client's preference.
- MATTING - A 2" minimum mat is recommended, with a wider mat likely being a better choice. White or nearly white is best. Some "white" mat colors will enhance the painting more than others. You may choose to add a double mat, with the inner mat being no more than 1/4" and of any color that complements the painting. Avoid wide, colored mats.
- FRAMING PROFILE – A simple profile is suggested; however, your client may prefer something specific. Some frame designs and color will complement the painting better than others.
- INSPECT - Before shipping the framed painting, inspect it to ensure there is no damage or any surface mars.

End.