

# WATERCOLOR ART SOCIETY – HOUSTON



June 2025 Gallery Exhibit Prospectus

**Non-Juried Member Exhibit**

**Sunday, June 8 – Saturday, June 28, 2025**

Registration Deadline: Wed June 4<sup>th</sup>

**Exhibit Theme:** Window **Pop Art**

From Wikipedia...

“Pop art is an art movement that emerged in the United Kingdom and the United States during the mid- to late-1950s. The movement presented a challenge to traditions of fine art by including imagery from popular and mass culture, such as advertising, comic books and mundane mass-produced objects. One of its aims is to use images of popular culture in art, emphasizing the banal or kitschy elements of any culture, most often through the use of irony. It is also associated with the artists' use of mechanical means of reproduction or rendering techniques. In pop art, material is sometimes visually removed from its known context, isolated, or combined with unrelated material.

Amongst the early artists that shaped the pop art movement were Eduardo Paolozzi and Richard Hamilton in Britain, and Larry Rivers, Roy Lichtenstein, Robert Rauschenberg and Jasper Johns among others in the United States. Pop art is widely interpreted as a reaction to the then-dominant ideas of abstract expressionism, as well as an expansion of those ideas. Due to its utilization of found objects and images, it is similar to Dada. Pop art and minimalism are considered to be art movements that precede postmodern art, or are some of the earliest examples of postmodern art themselves.

Pop art often takes imagery that is currently in use in advertising. Product labeling and logos figure prominently in the imagery chosen by pop artists, seen in the labels of Campbell's Soup Cans, by Andy Warhol. Even the labeling on the outside of a shipping box containing food items for retail has been used as subject matter in pop art, as demonstrated by Warhol's Campbell's Tomato Juice Box, 1964.”

## **Important Show Dates:**

- Registration: **Deadline of Wednesday, June 4<sup>th</sup> @ 3 pm.**
- Painting Drop off: During registration during gallery hours until Wednesday, June 4<sup>th</sup> @ 3pm
- Gallery Show dates: **Sunday June 8<sup>th</sup> – Saturday June 28<sup>th</sup> 2025**
- Painting pick-up: **Tuesday, July 2<sup>nd</sup> during gallery hours**

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
June 2	June 3	June 4	June 5	June 6	June 7	June 8
CLOSED		Deadline to Register & Drop Off Painting 3 PM DEADLINE			Installation/Judging Volunteers 9 am-12 pm	Reception after Demo @ 3:30 pm

**Juror:** Emily Link



Emily is an artist and arts management professional with a commitment to producing systems of success. She thrives in working collaboratively in fast-paced environments. Her experience includes working with diverse clientele including nonprofits and small businesses, galleries, universities. Currently the Senior Assistant Registrar, Exhibitions at the Museum of Fine Arts Houston. Previously held many increasing responsible positions at Box 13 ArtSpace and Lawndale Art Center.

**Awards:** First, second, and third place winners receive a cash award (\$100, \$75, \$50 respectively) and a ribbon. Artists are eligible to win one award per show. Winners will be announced at the opening reception and also notified by phone or email.

**How to Register:**

Click on this link: <https://watercolorhouston.org/event-6140431>

**To include your entries in the Online Show:** Email your digital pictures to [admin@watercolorhouston.org](mailto:admin@watercolorhouston.org) by the registration deadline.

**Rules and Regulations:** Acceptance or rejection of an entry based on any deviation from the rules below is made at the discretion of the Gallery Director(s).

**Eligibility:** This show is open to WAS-H members only.

**Timing of creation:** Must be created within the last 24 months.

**Size:** Dimensions must be less-than 48 inches (in height or width including the frame).

**Surface:** Any surface material is allowed that is compatible for water soluble media: examples include, but are not limited to Paper, Yupo, Aquabord, Claybord, Gessobord (with or without cradle) illustration or art board, rice paper, or canvas.

**Media:** Must be at least 80% water soluble such as watercolor, gouache, acrylic, egg tempura, casein, and water-soluble charcoal or ink.

**Collage** is allowed as long as water media is the dominant element. No restrictions on collage source.

**Original Work:** Work must be artist's original handwork. "Original" means the painting is the artist's own idea, composition and design, painted by hand, not digitally generated or reflecting the use of artificial intelligence.

**Critiques:** Work may reflect general non-specific feedback or critique that artist received from others.

**Exceptions:** Any deviation from the rules above is allowed only at the discretion of the Gallery Director

Your art is **not** eligible for entry if:

- It is a copy of someone else's art.
- It is a copy of a previous winning image.
- It already won a previous WAS-H award (first, second, or third place) or has been accepted in an AME or IWE exhibit.
- It was created from a photo that was copyright protected.

- It was created from a photo someone else took and you don't have the person's written permission to use it for these purposes.
- It was created as part of an art class, DVD or other instruction, including paintings completed after the class but using the techniques to "re-create" an image that is not uniquely yours. The forgoing prohibition may be waived for WAS-H student/teacher exhibits.
- It is a print, photograph or reproduction. These are not permitted in our shows and exhibits.

#### **Rules for Framing:**

- To ensure the protection of your artwork for in-Gallery shows, paintings require protection.
- Framed art can be mounted with or without a white mat and framed under plexiglass. No glass allowed.
- Varnished, waxed, or other fixatives are allowed (instead of plexiglass).
- All pieces must be wired across the back, capable of being hung from a single point. Sawtooth hangers are not allowed.
- If framed, the frame should be simple metal or wood no wider than 2".
- Mat and liner (if used) must be white and defined as such in its color spec. This should be a bright or neutral white. No warm, off-white, creamy, yellowish or other hint of color.
- Mats must be white in their core – no black or other colors allowed.
- Cradle with fixative is also allowed if it is wired across the back.
- Specific sizing or fixative media used is at the discretion of the Gallery Director.
- WAS-H is not liable for damage before, during or after the exhibit.

#### **Gallery Sales:**

- Paintings may be listed for sale or not for sale (NFS).
- Gallery donation is 25%.
- Sales tax is charged for all gallery sales.
- Artist is responsible for any shipping costs or delivery fees.
- All sales of paintings during the exhibit will be handled by WAS-H.
- Interested buyers: call WAS-H at 713-942-9966 or email [admin@watercolorhouston.org](mailto:admin@watercolorhouston.org)

#### **International Award Winners only:**

- Winners outside the United States must complete a W-9 Form
- Payment may have up to 30% withheld, if required by IRS regulations.
- International winners will have payment processed via Paypal
- Physical checks will not be sent to addresses outside the USA.
- Alternatively, WAS-H can initiate a wire transfer. Winner is responsible for the transfer fee.
- Gift certificates cannot be awarded to non-U.S. residents.
- US winners will have their checks/prizes mailed to their home.

WAS-H reserves the right to reject any entry that is controversial, obscene, or in bad taste. Questions about the rules and regulations of the monthly gallery show may be directed to: Brian Flaherty and Sandra Jacobs, Gallery Co-Directors [gallerydirector@watercolorhouston.org](mailto:gallerydirector@watercolorhouston.org)