

CALL FOR ENTRIES

December 15, 2009 DEADLINE

Splash¹²: Celebrating Artistic Vision

North Light Books' hardbound showcase of the best in contemporary watercolors

artwork eligibility

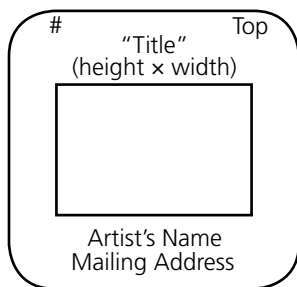
A watercolor painting does not start with paint, a brush and a piece of paper. Before any technique is applied or considered, there is vision. Whether an artist is celebrating the transcendent beauty of the surrounding world, or exploring her own innermost thoughts, before anything is visual, a painting is animated—brought to life—by the artist's artistic vision. If your artwork is selected, you will be asked to explain in writing how your painting expresses your artistic vision, as well as give a few pointers about the technique you used to translate your vision to the artwork. You can interpret your artistic vision as your overarching understanding of the meaning of life, or more narrowly, as your vision for communicating something specific in a particular painting—or something in between. We look for excellence in a variety of styles and subjects. The dominant medium must be transparent watercolor, though minor uses of other media are acceptable.

slide specifications

Quality photography is important. When submitting on film, please submit only 35mm slides. Slides must be in protective plastic sleeves and labeled as described below.

labeling slides

All slides must be labeled with the following information (please do not use stickers or mailing labels):



This information should be duplicated on your entry form.

slides and disks will not be returned

DO NOT send your only copy of a slide. Duplicates are acceptable for the judging process.

digital submissions

Digital images must be submitted on CD-ROM or DVD (please label the disks with your name and address) and accompanied by a color printout. For judging purposes, these images must be high quality, in RGB color mode, TIFF or JPEG format, and 72dpi. All digital files must be labeled with your last name, first name, the entry number (should correspond to the number on the entry form), with no punctuation marks until the file extension (example: Wolf Rachel 3.tiff).

selection process

Rachel Wolf and the editorial staff of North Light Books will review all submissions. Art will be selected on the basis of general quality as well as suitability for this publication.

entry form

The entry form (see other page) must be completed and submitted along with your artwork, postmarked by December 15, 2009. Keep a copy of the entry form for yourself—we may refer to it in future correspondence.

entry fee

Include a check or money order (payable in U.S. funds to North Light Books) for \$25.00 per digital submission or slide.

notification and requirements of winners

Winners will be notified on or before April 5, 2010. Winners will be asked to provide some specific written information about their selected painting(s). This written information, in order to be accepted, will have to be provided on paper and electronically (i.e., via e-mail or on CD/DVD). Winners will be required to submit a 4" x 5" transparency or 9" x 12" TIFF file (RGB format, 300dpi) for the work(s) to be published. Transparencies and CD/DVDs will be held by the publisher until the date of publication; transparencies will be returned. For a list of winners, visit www.splashwatercolor.com after April 5, 2010.



Splash¹²: Celebrating Artistic Vision **OFFICIAL ENTRY FORM**

December 15, 2009 DEADLINE

Name _____
Address _____
City _____ State _____ ZIP Code _____
Phone Number (include area code) _____
E-mail _____

*How did you find out
about this contest?*

- North Light Book Club
- WetCanvas.com
- Direct mail
- The Artist's Magazine
- Pastel Journal
- www.artistsnetwork.com
- Other _____

slide/file 1

Title _____
Image size (h x w) _____
Medium _____

slide/file 2

Title _____
Image size (h x w) _____
Medium _____

slide/file 3

Title _____
Image size (h x w) _____
Medium _____

slide/file 4

Title _____
Image size (h x w) _____
Medium _____

slide/file 5

Title _____
Image size (h x w) _____
Medium _____

slide/file 6

Title _____
Image size (h x w) _____
Medium _____

slide/file 7

Title _____
Image size (h x w) _____
Medium _____

slide/file 8

Title _____
Image size (h x w) _____
Medium _____

slide/file 9

Title _____
Image size (h x w) _____
Medium _____

slide/file 10

Title _____
Image size (h x w) _____
Medium _____

For additional slides/files, enclose an extra sheet of paper. Please feel free to copy this form for other artists.

Visit the *Splash* website at www.splashwatercolor.com for updated info about the latest *Splash* book and North Light's other competitions. Get a list of winners, deadlines for submissions, submission tips, book release information and post comments related to the *Splash* series!

your submission must include:

1. Properly labeled slides or disks
2. Entry fee of \$25.00 per painting
3. Completed entry form

please photocopy this entry form and send it with your slides/disk to:

Splash 12 Contest
Attention: Marylyn Alexander
North Light Books
4700 East Galbraith Rd.
Cincinnati, OH 45236

total amount enclosed (payable in U.S. funds to North Light Books)

\$ _____