

The Watercolor Society of North Carolina

# 2025 PROSPECTUS

## Annual Juried Exhibition



Wilson, North Carolina

**September 28 – November 2, 2025**

### Wilson Arts Center

204 Nash St S, Wilson NC 27893

Juror: **Michael Holter**

**Over \$5,000** in cash and merchandise

## EXHIBITION CALENDAR

<b>June 2</b>	Start date for submission of entries
<b>June 30</b>	Workshop Registration begins
<b>July 14</b>	Deadline for Entries
<b>Aug 15</b>	Acceptance/Delivery Notification
<b>Aug 22</b>	Annual Meeting Registration opens online
<b>Sept 15-19</b>	Shipped paintings arrive at gallery
<b>Sept 19-20</b>	Hand delivered paintings : 9/19: 11am-4pm 9/20: 10am-2pm (deadline)
<b>Sept 26</b>	WSNC Board Meeting
<b>Sept 27</b>	WSNC Annual Conference and Seminars
<b>Sept 28</b>	WSNC Annual Meeting – Awards Luncheon  Exhibition Opens – Gallery Reception
<b>Sep 29-Oct 1</b>	Workshop with Michael Holter
<b>Oct 2</b>	5pm-7pm Wilson Arts Public Reception
<b>Nov 2</b>	Exhibition Ends
<b>Nov 4</b>	Pick-up of hand-delivered paintings
<b>Nov 4</b>	Fed-Ex/UPS shipping

## ENTRY PROCEDURES

Entry fee: \$40

All entries will be submitted online through CaFÉ  
[www.callforentry.org](http://www.callforentry.org)

Artists should first set up a profile on CaFÉ in order to upload their entries.

*If you experience any technical difficulties, contact the CaFÉ Help team for assistance.*

## ELIGIBILITY

**The Watercolor Society of North Carolina Annual Exhibition** is open to water media artists who are current 2025 members of WSNC at the time of application.

- Paid members who have moved out of North Carolina remain eligible.
- **Two entries** per artist (only one may be accepted).
- Artist's original work only. No class work or work done under supervision. No copies or likenesses of another artist's including source or references not attributable to the artist.
- Created since January 1, 2022.
- Not previously exhibited in a WSNC statewide juried exhibition or submitted to the WSNC Online Member Exhibition
- **Acceptable Mediums:** Water-based media: watercolor, watercolor pencil/sticks/crayon, gouache, water-based ink, casein, egg tempera
- **Acceptable Surfaces:** Watercolor paper, watercolor board, clay board, or Yupo. Fixative allowed. Gesso is allowable as a ground.
- No collage, pastels, water-based oils, digital images, any form of print or reproduction and no AI-produced artwork.
- Maximum frame size is 44" in any direction. Must be non-decorative frames ready to hang with wire (no saw-tooth hangers).
- Minimum image size (not including mat or frame) is 80 square inches (height x width)

## About the Juror: MICHAEL HOLTER

**Michael Holter** is an acclaimed American watercolorist and oil painter celebrated for his vibrant landscapes and expressive portraits.

A signature member of the National Watercolor Society and the American Watercolor Society, Holter has earned numerous awards for his masterful use of light, color, and composition. His works have been showcased in prestigious national and international exhibitions, solidifying his reputation as a leading figure in contemporary watercolor art.

He will focus on figures and portraits in his workshop.

[michaelholter.com](http://michaelholter.com)

## About Your Digital Image:

Digital images must be in JPEG or JPG format with file size under 5 MB, at least 1,200 pixels on the longest side, and show only the painting image without frame or mat. Images not correctly formatted may be excluded from jurying.

**Entries must be submitted online no later than July 14, 2025 at 11:59 pm EST.**

No changes may be made after submission date.

## PROCEDURES & REGULATIONS

- All accepted paintings are subject to the procedures and regulations of WSNC upon receipt. No painting may be removed for any reason prior to the end of the exhibition.
- All artists whose work is selected for exhibition will receive instructions for framing, shipping and delivery in the Acceptance Notice.
- WSNC and Wilson Arts Center reserve the right to use digital images for marketing purposes.
- The WSNC Exhibition Committee and/or the juror reserve the right to eliminate any paintings that fail to comply with the listed criteria before the exhibition's opening. Artists may not substitute another work, change the sale price from what was shown on the entry form, or withdraw accepted works before the close of the exhibition. WSNC and the venue reserve the right to refuse any work they deem unacceptable for their venue.

## LIABILITY

Although the utmost care will be taken in handling works of art, WSNC and/or WSNC's representatives and with Wilson Arts Center will not be responsible for damage or loss, whatever the cause.

Accepted artists release WSNC, WSNC's representatives and/or the Wilson Arts Center from all liability with respect to loss or damage to the artist's works of art. It is suggested that artists carry their own insurance.

Submitting a work of art to this exhibition shall constitute an agreement on the part of the artist to comply fully with the conditions and terms set forth in this Prospectus as well as in the Acceptance Form.

## SALES

- All submitted artwork must be for sale.
- All sales must go through Wilson Arts Center during the exhibition and a 35% commission is retained on all sales by the gallery.
- The cost of shipping is borne by the buyer.

## EARNING SIGNATURE MEMBERSHIP

Any artist who has won a place award (1st through 5th) in two statewide WSNC exhibitions (from 1990 forward) or has been accepted into three separate WSNC annual statewide exhibitions, regardless of awards (from July 2002).

Continuous paid membership is required for eligibility and maintenance of Signature Member status.

**The Watercolor Society of North Carolina (WSNC)** is a 501(c)(3) nonprofit dedicated to promoting excellence in watercolor through education, exhibitions, and community engagement.

We support artists and foster appreciation for watercolor across the state of North Carolina.

Join us today at: [ncwatercolor.org](http://ncwatercolor.org)

**Have a question?** Contact [billschaeferfineart@gmail.com](mailto:billschaeferfineart@gmail.com)