

Prospectus for:

“Serenity & Tranquility”

Washington Water Color Association

at

Hera Hub DC – Washington DC

Exhibit Dates

January 12, 2024 to April 26, 2024



“Serenity” by Anne Albright

What does it feel like for you when you experience serenity or tranquility? Artists are invited to submit up to 5 works of art for consideration that reflect a feeling or experience which provides the viewer a calming and peaceful emotion.

Show location:

Hera Hub DC, 5028 Wisconsin Ave, Suite 100, Washington DC, 20016

Curator: Julia Westfall

Julia is the CEO of Hera Hub DC and will select the art for the space. Hera Hub DC is a business accelerator and coworking space that supports small business owners in the launch and growth of their businesses. Julia expands Hera Hub’s mission by inviting local artists to exhibit in the Hera Hub DC coworking space. Her goal is to provide a space where artist’s work can be seen and appreciated by Hera Hub members and those who attend events in their Friendship Heights location.

Since opening in 2015, Hera Hub DC has showcased the works of 119 local artists and generated over \$50,000 in sales. Whether it's a new artist doing their first exhibition or a seasoned artist who has a following, Hera Hub DC is excited to give their work more exposure and hope this will result into sales.

Key Dates:

- Submission Opens: Friday, November 10, 2023, 12:00am ET
- Submission Closes: Wednesday, December 6, 2023, 5:00pm ET
- Artists Notified of accepted work by Saturday, December 16, 2023
- Drop off Artwork: Monday, January 2, 2024 through Thursday, January 5, 2024 between the hours of 9:00am and 5:00pm.
- Opening Reception: Saturday, January 20, 2024, 1:30pm to 3:30pm
- Pick Up Artwork: Monday, April 29, 2024 through Friday, May 3, 2024, between the hours of 9:00am and 5:00pm.

Media eligible for exhibition: Any water-based media.

Number of pieces allowed: Members may submit up to 5 images. All submissions selected will be required to be framed, gallery-wrapped or professionally finished, and securely wired. (No sawtooth or small loop hangers). For unframed canvases, the edges should be painted or finished. Artists will be provided with an Exhibition Agreement between the artist and Hera Hub DC after selection to sign and return to Hera Hub DC.

Entry fee: Non-refundable fee of \$5 per image for submission of up to 5 images or \$25.

Entry deadline: Wednesday, December 6, 2023 at 5:00 pm ET

Note: The exhibit space holds approximately 35-50 works of art depending on size of the artwork accepted.

Entries submitted must be original works of the artist. The hand of the artist must be visible and dominant in constructing the artwork. Hera Hub DC and WWCA reserve the right to refuse any submission for any reason deemed incompatible with the nature and environment of its mission or does not meet professional framing standards.

Sales: Hera Hub DC receives a 15% commission on the sales of artwork on display. Hera Hub will connect the buyer and artist to complete, negotiate and

deliver the artwork from the sale. Artists will be responsible for paying sales tax and sending Hera Hub the commission fee of the final sale price. Artists will have the ability to replace the sold piece with a similar piece in the event the sale happens before the close of the show.

How to register: We only accept online registration at:
<https://client.smarterentry.com/washingtonwatercolor>

Steps of the registration process

1. Create an account if you do not already have one.
2. Once you have setup your account and logged in, select the number of images you will be submitting, agree to the terms & conditions of the submission and pay your registration fee (\$5 per image, maximum number of 5 images or \$25.00)
3. Once you have completed the payment processing, you will have the opportunity to submit the images. You are able to login in multiple times before the deadline of December 6, 2023 at 5:00pm to complete, edit or change your entries.

The image should be of the artwork only. Do not include the frame or mat and do not submit artwork that was photographed behind glass or plexiglass.

When submitting your images, provide the following information.
(Please follow these specific instructions as we use this information for the labels.)

- **Title of artwork:** Please use title case, capitalizing the first letter of significant words in the title of your piece. (Example: It's an Ant's World)
- **Media:** Please use title case, capitalizing the first letter of significant words. (Example: Watercolor on Paper, Acrylic on Panel, Watercolor on Paper Mounted on Panel, etc.)
- **Dimensions:** Enter the width x length dimensions in inches (your size includes the outer edges of any framing). Reminder!

- **Price:** Use a dollar sign and numerals, no cents. (Example: \$175.). All artwork for this show is to be for sale.
- **Images:** Images should be named as following:
ArtistsName_Title_Medium_Price.jpg and are required.
- **Show requirements:** To submit to the show, you will need to check the box to confirm that you have reviewed the show requirements in this prospectus.

By submitting an entry, registrants agree with the following:

I certify that I agree to the rules of the show as presented here. Entries submitted are my own work and are not in violation of any copyright, trademark or other similar laws and regulations. I will not hold WWCA or Hera Hub responsible for any loss or damage to my artwork while on the property of Hera Hub. WWCA and Hera Hub reserve the right to reject inappropriate or improperly framed work. Artists are advised to have their own insurance for their artworks. I agree to allow WWCA and Hera Hub to use those images in digital and print materials for promotional purposes.

Please double check your entry before the entry end date. SmarterEntry will allow you to edit and change your submissions up until the submission close date of Wednesday, December 6, 2023 at 5:00pm ET.

Artwork hanging: Works must be framed and wired for hanging to professional standards. Use D-rings and weight-appropriate wire that is not visible when the painting is hung. (See diagrams on next page.) Paintings on canvas do not require frames if the edges are painted or taped to professional standards. No wet canvases, saw-toothed hangers, or flimsy framing is acceptable. Works weighing over 25 lbs. are not allowed.

Artwork delivery: Artists may deliver their work to Hera Hub DC between the hours of 9:00am and 5:00pm between Tuesday, January 2, 2024 and Friday, January 5, 2024. Please ensure you have a label on the back of your artwork with your name, title, and price. Artists will be provided with a separate Exhibition Agreement to sign and deliver to Hera Hub DC.

Questions: Anne Albright, President – wwca1896@gmail.com

For more information on Hera Hub and Hera Hub DC please visit their website : <https://HeraHub.com/>

Hanging requirements

Installing D-Rings with Wire

Lay your artwork on a towel or non-scratch surface to avoid damage to the art.

1 Measure 1/3 height from top of frame and mark.

2 Attach D-Rings as shown. D-Ring faces toward middle of art.

3 Loop and tie the wire through the D-Ring. Tying instructions on back. **30°** slack in wire. check your wire angle.

4 Peel and stick rubber bumpers. Bumpers protect your wall and help keep art hanging level.

Installing D-Rings without Wire
Attach D-Rings as shown. D-Rings can then be hung directly on hooks, screws, or nails on the wall.

1/3 hgt. or less

PICTURE HANG solutions
picturehang.com

Tying Wire

Cut a piece of wire 4-6" wider than the frame.

Loop one end of wire about 2 inches through D-Ring and follow wire tying steps 1-4.

Repeat on the other D-Ring leaving a small amount of slack in the wire.

TIP: If the wire is too tight it decreases its strength, if too loose the art will tilt away from the wall.

Picture Weight

Many factors influence the maximum picture weight.

- D-Ring weight rating
- wire weight rating
- wire tying/wrapping quality
- wall construction
- wall hook weight rating

TIP: Always use hardware rated at weight higher than your artwork weight since there are many variables at play.