



North Valley Art League
28th Annual Juried National Show
January 24 -- February 25, 2012

Juror: Mark E. Mehaffey

2012 Prospectus

NATIONAL SHOW CALENDAR

Postmarked Entry Deadline
October 29, 2011

Notification Mailed
December 5, 2011

Shipped Artwork Due
January 3 – 13, 2012

Hand Delivered Artwork Due
January 16 – 17, 2012

Show Opens
January 24, 2012

Reception and Awards
January 27, 2012

Show Closes
February 25, 2012

AWARDS

Best of Show \$1,000
Five \$100 Awards of Excellence
Five \$50 Awards of Merit
People's Choice Award

JUROR

Mark E. Mehaffey has won many major awards, including the NWS Beverly Green Memorial Purchase Award; the AWS Silver Medal of Honor; the AWS Arches Paper Co. Award; the Skyledge Award from the Midwest Watercolor Society; the M. Grumbacher Gold Medal from Allied Artists of America and the Dong Kingman Award. On the international scene, Mark was honored with one of 15 awards in the Shanghai Zhujiajiao Watercolor Biennial 2010, the largest Watercolor exhibit of its kind in the world. It was the first time this competition was open to entries from outside China. Mark's work has appeared in many publications, most recently in "Splash 10 Passionate Brush Strokes", "The Best of Watercolor", "Places in Watercolor" and "Watercolor Artist". He is a signature member of AWS, NWS and many other prestigious water media societies. Early in his art career, Mark was a committed public school art instructor; he believes our art future is with the young and is dedicated to building that vision. A popular juror, currently Mark gives workshops and lectures around the country.

Learn more at www.mehaffeygallery.com

ENTRY CHECK LIST

- Entry Form
- One CD
- Entry Fees (Check or Money Order Payable NVAL)
- Self Addressed Stamped Envelope

**Mail To: North Valley Art League
National Show
48 Quartz Hill Road
Redding, CA 96003**

Entry Form **Limit 6 Entries** (This Prospectus may be photocopied for distribution and/or additional entries)

Name _____ Address _____

City _____ State _____ Zip _____

Email _____ Phone (_____) _____

Title 1 _____ Media _____ Framed W x H _____

Title 2 _____ Media _____ Framed W x H _____

Title 3 _____ Media _____ Framed W x H _____

Where did you hear about this competition? _____

----- Cut here, send with your CD entries, fees and a stamped, self-addressed envelope -----

ELIGIBILITY

Competition is open to all artists 18 years and older, who are residents of the United States.

All two-dimensional media are eligible except photography, xerography or computer generated art. Entries must be framed or be 1.5 - 2 inch deep gallery wrapped canvas with sides finished.

Entries must be original, independently executed and not previously shown in a North Valley Art League National Juried Show.

Maximum size: 40 x 40 inches, including frame.

ENTRIES

- All entries must be submitted on a single CD, for initial selection by the juror.
- Limit 6 Entries
- Images must be submitted as digital files in JPEG format. Submitted files must be at least 1000 pixels and no more than 1200 pixels on the long dimension at 72 ppi.
- ON THE CD: write the following in permanent marker: name of the artist and title of each painting.
- ON EACH JPG FILE: only put the full title of the picture.
- CD must be submitted with the Entry Form, Entry Fees and a #10 Self Addressed Stamped Envelope
- **CD will be securely destroyed and not returned.**

ENTRY FEE

NVAL Members: \$10 per entry

Non Members: \$15 per entry

Send check or money order payable to NVAL

DEADLINE

Hand Delivered CD Entries: October 29, 2011

Mailed CD Entries: Postmarked October 29, 2011

SELECTION & AWARDS

Artists will be notified by mail whether their entry is accepted or declined. Artists whose artwork is accepted will then submit their original artwork for final judging.

Awards will be given at the juror's discretion.

The decision of the juror is final.

Awards will be announced **January 27, 2012** at North Valley Art League Carter House Gallery's reception.

SALES, SHIPPING & HANDLING

California sales tax is collected on all art work sold.

You will be asked for a selling price if your work is accepted. Sales are encouraged but not mandatory. NVAL retains a 30 percent commission on all sales for non-members and a 20 percent sales commission for NVAL members.

Paintings must remain in the Gallery for the entire show.

North Valley Art League charges no handling fees.

For Both Shipped and Hand-Delivered Entries:

Instructions for delivery, shipping, handling and artwork identification will be detailed in the Notification Letter which will be mailed December 5, 2011.

QUESTIONS: Call Kathleen Evans (916) 812-7595 or

Email: nval@sbcglobal.net with National in subject line.

Web Site: www.nval.org