

June 3 - July 9, 2010

Art Museum of Los Gatos
4 Tait Avenue at W. Main Street
Los Gatos, CA 95031
408 354.2646



2009 Pastels USA Best of Show
"Española" by William Hosner

prospectus 2010

SUBMISSION BY DIGITAL FILE ON CD ONLY.

PSWC Member: \$40 for up to 3 submissions

Non-member: \$45 for up to 3 submissions

Entry Deadline: Received by Friday, March 20, 2010

2010 CALENDAR

Entry Deadline - Received by Friday, March 20, 2010

Image Jurying - April 3, 2010

Notifications Mailed - April 9, 2010

Shipped Works Deadline - Received by May 21, 2010

Drop Off/Receiving - Sat. May 29, 2010, 11:00am - 3:00pm.

at the **Art Museum of Los Gatos**

4 Tait Avenue at W. Main Street, Los Gatos, CA

Exhibit Opens - June 3, 2010

Reception & Awards Presentation

Sun. June 13, 2010 - 1:00pm - 4:00pm

Exhibit Closes - Fri. July 9, 2010

Art Pick-Up - Sat. July 10, 2010, 11:00am - 3:00pm

AWARDS: more than \$10,000 in awards

\$1,500 Best of Show.

All Awards will be named on behalf of donors. No numbered awards will be given (2nd, 3rd, etc.)

JUROR OF AWARDS

Richard McKinley is a nationally known plein air painter and instructor. He is a regular contributor to the Pastel Journal. He is a Signature PSWC Distinguished Pastelist and a past Juror of Awards for Pastels USA. He is also a Signature Member, Northwest Pastel Society; Member, Oil Painters of America; Signature Master Pastelist, Oregon Pastel Society; Master Signature Member, Plein-air Painters Northwest Society and an Honorary Member, Southern Oregon Society of Artists.

His work has been included in: "A Painters Guide to Design and Composition", North Light Books, by Margot Schulzke, "Pure Color, the Best of Pastel", North Light Books, * Pastel Journal, "From the Master's Hand", by Loraine Crouch, Cover, Pastel Journal, Nov. / Dec. 2003, "Broken Top Evening", Focus Santa Fe, Aug. / Sept. 2003, and "The Profound Wonder of Simple Places" by Wolfgang Mabry.

Richard McKinley is represented by William Zimmer Gallery, Mendocino, CA and Mockingbird Gallery, Bend, OR. You can visit www.mckinleystudio.com for more information.

JURY OF SELECTION

Kim Lordier is an Artist Member of the California Art Club; a Signature Member of the Pastel Society of America and Laguna Plein Air Painters Association, and a PSWC-DP. Her work has been awarded the Grand Prize Award in 2007 for the Pastel Journals Pastels 100, and Best of Show for 2007 Pastels USA. Kim's paintings have been featured in American Art Collector; Fine Art Connoisseur; The Pastel Journal, American Artist and Southwest Art. She is represented by Knowlton Gallery in Lodi CA; Rieser Fine Art in Carmel CA; Sekula's Fine Art and Antiques in Sacramento CA, and Debra Huse Gallery on Balboa Island CA. Her website is kimfancherlordier.com

Dan Petersen received a Master of Arts degree in watercolor from San Jose State University in 1962. Following graduation, he began teaching art on the high school level in Manteca, California. In 1963, Dan accepted a position as watercolor instructor at Modesto Junior College and thus began a 40-year career teaching watercolor and drawing at the college level. Learn more about this juror at www.petersenwatercolor.com

Duane Wakeham - The green and golden hills of Northern California have been the primary source of inspiration for the paintings of Duane Wakeham for more than 40 years. Born in Michigan, Wakeham has lived in California since 1959. Duane is a Pastel Society of the West Coast Pastel Laureate™. He is also a Pastel Society of America Master Pastelist and an elected member of the Pastel Society of America Hall of Fame. He currently serves on the boards of PSA and the International Association of Pastel Societies and is a member of the Editorial Advisory Board of The Pastel Journal.

THE PASTEL SOCIETY OF THE WEST COAST

pastels u.s.a.
24TH ANNUAL INTERNATIONAL OPEN EXHIBITION



The PASTEL SOCIETY OF THE WEST COAST was organized with the purpose of meeting a long-standing need for a regional organization which would promote the pastel medium.

Membership participation throughout the United States, as well as Mexico and Canada, presently approximately 400, has enabled it to become an international organization of strong reputation. The society sponsors exhibitions juried by nationally prominent artists. Exhibits have been held in Sacramento, Santa Clara, San Luis Obispo, Auburn, Modesto, and San Francisco, California; Reno, Nevada; Seattle, Washington and Eugene, Oregon. The PSWC has on-going invitational shows hosted by galleries and groups in the coastal states. It has had unsolicited coverage in American Artist and The Pastel Journal and other art and news publications, with many members featured in these periodicals. This non-profit Society sponsors demonstrations and publishes a newsletter for members and patrons. The PSWC's standards are high, which has given it nationwide prestige. Membership is open to all artists working in the pastel medium. Interested artists may visit our website at www.pswc.ws or contact:

PSWC Membership Chair
Attn: Tegwin Matenaer
PO Box 992538, Redding, CA 96099-2538

Signature Status is awarded for acceptance into 3 Pastels USA Exhibits, or 2 Pastels USA's and 1 award in the Membership Show. Distinguished Pastelist designation is awarded to PSWC full-members who have received three (3) awards in five (5) consecutive PSWC International Open Exhibitions. ELIGIBILITY: Open to all artists over the age of 18. There are no geographic limitations.

ELIGIBLE WORK: All work must be original in concept and executed by the artist in pastel within the last three (3) years. PSWC accepts and encourages all approaches to artistic expression, be it representational or abstract. Mixed media pieces will be accepted if 80% of the image area is pastel. No oil pastels will be accepted. A short statement may be required on the process and technique of questionable execution. Compositions taken from published material will not be considered original. No use of optical projection is allowed. No student work produced under supervision is eligible. No work previously shown at a PSWC Annual Open Exhibition will be accepted. Work must be adequately framed and ready to hang.

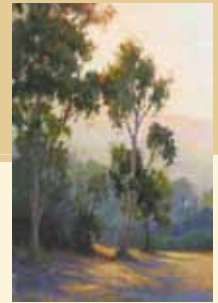
SIZE LIMITATIONS: Minimum framed size is 11" x 14" (25 united inches), Maximum framed size is 38" x 48" (86 united inches). Work received that doesn't meet these size requirements will automatically be disqualified! All shipped work must be framed with Plexiglas. All paintings with a framed size larger than 28" x 36" must also be framed with Plexiglas.

EXHIBITION CATALOG: A 28 page full color catalog will be published for the PASTELS U.S.A. PSWC 24th Annual International Open Exhibition. All accepted art work will be shown in the catalogue. A complimentary copy of the catalogue will be available to all participating artists during the exhibition. Copies can also be obtained through our website (www.pswc.ws) for postage and a small handling fee.

ENTRY: Entry this year into Pastels USA will be by digital file on a CD only!
No slides or emailed entries.

THE PASTEL SOCIETY OF THE WEST COAST

pastels u.s.a.
24TH ANNUAL INTERNATIONAL OPEN EXHIBITION



DIGITAL REQUIREMENTS: Up to 3 files may be submitted on a CD. (no e-mailed entries)

Files should be 900 pixels on the longest side. Resolution: 300 dpi. Format: JPEG.

Name your files with this protocol. (*a small change from last year).

First 4 letters of Last Name, First 4 letters of First Name, Letter of entry (A, B, or C, corresponding to entry form), First 4 letters of Painting Title, 10 (the year). Example: Entry A, Artist's Name: John Smith, Title: "Winter", would be named SmitJohnAWint10 (capitalize first letters of name, entry letter, and title)

Include jury fee in U.S. funds only. Members \$40., Non-members \$45. for up to 3 digital files. A maximum of two works per artist may be juried into the exhibition. Make checks payable to PSWC. Entry fee is non-refundable and must accompany application and CDs. Please include a self addressed stamped envelope for jury notification. CDs will not be returned. All images of artwork will be viewed by the Jury of Selection. Awards will be decided by the Juror of Awards after viewing actual artwork. Any digital file that is not the correct size may be reformatted by PSWC.

DEADLINE FOR ENTRY: Friday, March 20, 2010

Send to: Gerald Boyd · 686 Cedar Flat Ave. · Galt, CA 95632

DO NOT send to P.O. Box 4518, Stockton, CA

DELIVERY OF ACCEPTED WORK: All work must be delivered to the Art Museum of Los Gatos, 4 Tait Avenue at W. Main Street, Los Gatos, CA Sat. May 29, 2010 11:00am - 3:00 pm. No crated works of art will be accepted at the venue. Exhibition labels will be sent for all accepted work and must be affixed to the back of the painting. Paintings accepted must be identical to the juried image. No substitutions will be permitted. Shipping instructions will be included with acceptance notification.

Shipped work DEADLINE: Friday, May 21, 2010 (shipping instructions will be included with acceptance notification)

HANDLING FEE: will be \$45 per shipped carton. Artist is responsible for shipping costs of paintings both ways.

SALES: All work must be for sale. A 40% commission will be taken by The Pastel Society of the West Coast on all sales.

International entries must be for exhibition only and not for sale.

The museum will collect payment for any items

sold. California Sales Tax is 9.25%, so make allowance for that in your listed retail price.



LIABILITY: All reasonable care will be taken with paintings, frames and slides. However, the Pastel Society of the West Coast, Art Museum of Los Gatos, its officers or volunteers will not be responsible for loss or damage to paintings, frames or slides, however caused. PSWC suggests that participants carry separate insurance. Permission is granted to PSWC and Art Museum of Los Gatos for reproduction of artwork for catalog and/or advertising purposes. Entry into exhibition constitutes agreement with this understanding.

Additional Information: Gerald Boyd · jerry@geraldboyd.com · 209- 745-6535 and at www.pswc.ws

Images are a sampling of Award Winners from Pastels USA 2009

Entry Form

THE PASTEL SOCIETY OF THE WEST COAST



COMPLETE BOTH SECTIONS
PLEASE PRINT LEGIBLY
Do Not Separate Sections.
Please include all items listed below.

ENTRY DEADLINE
Received by: Friday, March 20, 2010
Send to: Pastels USA · Gerald Boyd
686 Cedar Flat Ave. · Galt, CA 95632
For information or questions contact:
Gerald Boyd
jerry@geraldboyd.com
209- 745-6535

- Entry Form**
- CD with digital images**
- Sign Entry form - Required for entry.**
- Entry Fees · \$40 members/\$45 non-members**
- Self Addressed Stamped Envelope**

Office Use	<p style="text-align: center;"><i>Entry #</i></p> <hr/> <p>Name (Name will appear in catalog as listed above) PLEASE PRINT</p> <hr/> <p>Address</p> <hr/> <p>City State Zip</p> <hr/> <p>Phone Number Email Address</p> <hr/> <p>Entry A _____ Title</p> <p style="margin-left: 150px;">\$ _____ Price</p> <p style="margin-left: 150px;">_____ _____ Image Size Framed Size</p> <hr/> <p>Entry B _____ Title</p> <p style="margin-left: 150px;">\$ _____ Price</p> <p style="margin-left: 150px;">_____ _____ Image Size Framed Size</p> <hr/> <p>Entry C _____ Title</p> <p style="margin-left: 150px;">\$ _____ Price</p> <p style="margin-left: 150px;">_____ _____ Image Size Framed Size</p>
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Office Use	<p style="text-align: center;"><i>Entry #</i></p> <p style="text-align: center;">PSWC ARTIST NOTIFICATION <i>(Artist MUST complete this section)</i></p> <hr/> <p>Name</p> <hr/> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 5%;"></td> <td style="width: 75%;"></td> <td style="width: 10%; text-align: center; vertical-align: middle;"><i>Jury's Decision</i></td> <td style="width: 10%;"></td> </tr> <tr> <td></td> <td style="text-align: center;">A _____ Title</td> <td style="text-align: center; vertical-align: middle;"><i>Accepted</i></td> <td style="text-align: center; vertical-align: middle;"><i>Declined</i></td> </tr> <tr> <td></td> <td style="text-align: center;">\$ _____ Price</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td></td> <td style="text-align: center;">B _____ Title</td> <td style="text-align: center; vertical-align: middle;"><i>Accepted</i></td> <td style="text-align: center; vertical-align: middle;"><i>Declined</i></td> </tr> <tr> <td></td> <td style="text-align: center;">\$ _____ Price</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td></td> <td style="text-align: center;">C _____ Title</td> <td style="text-align: center; vertical-align: middle;"><i>Accepted</i></td> <td style="text-align: center; vertical-align: middle;"><i>Declined</i></td> </tr> <tr> <td></td> <td style="text-align: center;">\$ _____ Price</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </table>			<i>Jury's Decision</i>			A _____ Title	<i>Accepted</i>	<i>Declined</i>		\$ _____ Price	<input type="checkbox"/>	<input type="checkbox"/>		B _____ Title	<i>Accepted</i>	<i>Declined</i>		\$ _____ Price	<input type="checkbox"/>	<input type="checkbox"/>		C _____ Title	<i>Accepted</i>	<i>Declined</i>		\$ _____ Price	<input type="checkbox"/>	<input type="checkbox"/>
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	\$ _____ Price	<input type="checkbox"/>	<input type="checkbox"/>																										

DO NOT SEPARATE SECTIONS.

- I am a PSWC Member**
 - I am not a PSWC Member**
 - My work will be HAND DELIVERED**
 - My work will be SHIPPED**
 - Please send me an application for Membership**
 - I would like to be placed on the PSWC e-mail list for notification of Society events.**
- How did you hear about Pastels USA? _____

DIGITAL REQUIREMENTS: Submitted on a CD. (NO E-MAILED ENTRIES) Files should be 900 pixels on the longest side. Resolution: 300 dpi. Format: JPEG. Name your files with this protocol. (*a small change from last year) 1st 4 letters of Last Name, 1st 4 letters of First Name, Letter of entry (A, B, or C, corresponding to entry form), 1st 4 letters of Painting Title, 10 (the year)
 Example: Entry A, Artist's Name: John Smith, Title: "Winter", would be named **SmitJohnAWint10** (capitalize first letters of name, entry letter, and title)

ARTIST SIGNATURE (Signature required for entry.)