

From 11th to 26th July 2009
**BRIOUDE, A MECCA FOR WATERCOLOURS
IN FRANCE**

**THE BIENNIAL EVENT 2009 OF
WATERCOLOURS**

REGULATION



Association Festival d'Aquarelle
2, rue des Vignes - 43 100 Brioude
Tél. + 33 (0) 4 71 50 03 22
contact@festivaldaquarelle.com
http://www.festivaldaquarelle.com

1. General points

Organizer of the event: (non-profit-making): Association Festival d'Aquarelle

2 rue des Vignes 43100 BRIOUE - France Tél. +33 (0) 471 500 322

Email: contact@festivaldaquarelle.com Website: www.festivaldaquarelle.com

Places and dates of the Biennial: several rooms in the old town of BRIOUE from 11th to 26th July 2009.

Days and hours of opening: every day, from 10 to 12.30 am and from 2.30 to 7 pm.

Everyday guarding will be shared between the painters themselves **for a minimum of 8 days** and the association.

1. **The Biennial event of the Watercolours of Brioude** presents **30 to 40** recognized **watercolourists** from the national or international sphere. There will be one or several painters in each room according to its area, on the basis of about 15 to 30 watercolours (depending on their sizes) per exhibitor.
2. During the whole biennial event, **all free or not types of activities will be organised, inside or outside.**
 - All-level workshops and courses.
 - Explanatory demonstrations and/or projections, in exhibition rooms, public rooms or in the streets will give the public an introduction to watercolours.
 - Late-night activities.
3. **The association *Festival d'Aquarelle*, as well as the artists, will take charge of the advertising which will include:**
 - **an information pack** including:
 - **a press kit.**
 - **bills.**
 - **a catalogue**, made up of a presentation of each painter with a reproduction of one of his works and of a map which will locate all the exhibition rooms and activity points. It will be available and on sale before and during the biennial event.
 - **Invitation cards** for each painter.
 - **all means of communication which will be suitable.**
 - **A press kit will be sent to all papers.** All the papers will announce and cover the event (local papers, regional, national and specialized magazines, as well as France 3 -a French TV channel with regional news- and radios...).
 - **The Biennial website** will devote articles to the 2009 exhibitors.

2. Conditions of admission

1. **Each candidature is individual and submitted for the selection commission.** The experience of the first biennials confirmed us that the artists' presence was one of the strong points of an event of this type. It offers painters and the audience the possibility to meet and increases the potential of sales. **We also ask each painter to maintain a minimum presence of 8 days (not necessarily consecutive) or more if he wishes and can do so.** The association will offer accommodation at local people' own homes for a reduced price (according to the availabilities and for a maximum of 2 people: the artist and another person of his choice).
2. **Watercolours presented will be original figurative or not works. Neither copies, nor imitations, nor school works will be accepted.** All sizes are allowed. There is no set theme. The selection commission will be careful in the following criterions: technique, composition, colours harmony and original feature.
3. **Works presented in 2009 by painters who already took part in the previous biennials will never have been exhibited to the public of the Biennial event of Watercolours of Brioude before.** In the concern to renew exhibited works, the selection commission will study applications of candidates who have not participated consecutively in the last two biennials as a matter of priority. (private galleries are not concern about these arrangements and will choose themselves their artists for the Biennial event of Brioude).
4. **Each artist will be free to present animations (workshops, demonstrations...).** This criterion will be taken into account by the selection commission. The association will provide the artist with logistics requirements (advertising, management of inscriptions at workshops, equipped workshop rooms ...). Artists in private galleries will organize their animations themselves.
5. **Each artist will be notified once his application is received.**

3. Participation expenses

1. **Enrolment and hanging fees are of a 160 € flat-rate amount per artist and for all his works.** This set price includes the exhibition room and its material, a part of the guarding and all the advertising. It will be paid by cheque or bank transfer to *Festival d'Aquarelle* when the artist's participation is confirmed.
2. **A 10 % commission will be received by the Association on sold works or workshops:**
 - All works including those made during demonstrations, workshops.
 - postcards, books, bills, dvd...All these products will be sold in the Biennial shop. They cannot be sold in the exhibition rooms.
3. **Insurance and charges:** The putting at disposal of the rooms as well as various technical costs and insurance charges will also be taken in charge by the Association. We cannot provide the guard of the premises, nor their surveillance apart from opening hours.
Caution: the insurance of works themselves is not included and remains payable by each painter who wishes it. It is recommended to take a personal insurance. The association accepts no responsibility for lost, theft, arson or damaging of works that will be confided to it. No claim shall be permitted. Each artist who participates at the Biennial event will agree with these points and cannot give cause to complain the Association.

4. Practical information

1. **Sending period for registration forms: until 15th September 2008.**
2. **Mandatory papers to apply:**
(NB: any uncomplete or unexploitable application will not be looked at)
 - **Application form**, filled in, dated and signed.
 - **1 CD Rom**, coming with artist name and in stiff packing, including:
 - **fifteen to twenty pictures** of the artist's watercolours on it. They will be taken among the most recent ones, will be likely to be exhibited at the Biennial and will be representative of the artist's style.
 - **a text of about 10 lines setting out his work**, the way he paints and what he likes.

*Pictures will be **digital** (taken with at least 3 million pixels). If you have already made books, postal cards of your works, ask your printer to give you a CD of the digital files. Do not forget to mention the title and the size of each picture. Please do not send us pdf or powerpoint files.*

 - **A CV** with his career and exhibitions.
 - If need be, some press articles about the artist.
3. **The selection commission will confirm or invalidate the artist his participation in the Biennial event of Watercolours of Brioude at the latest early December 2008.** No files will be returned. No justification will be given regarding the selection or not of artists.
4. **Each artist who is accepted gives permission to the Association *Festival d'Aquarelle* for the use of digital reproductions of his works** (which might be put online on the association website and/or used in the catalogue of the Biennial event and/or for wallpapers and/or any other support...) and for any article about him or not... **Each artist will prepare a book with pictures** of his watercolours, articles or texts about his career and exhibitions, the way he paints.
5. Each painter takes in charge the hanging of his works in the room devolved to him.
6. Each artist will have boards at his disposal to exhibit his works. From 15 to 30 carefully framed watercolours can be hanged. In the interest of both exhibitors and the Biennial event, there is good reason to make sure that watercolours presented by each form a harmonious whole. Chains and hooks are provided by the association, which will get them back at the end of the exhibition.
7. Each exhibitor will prepare the numbering of his works and a list mentioning his name and address, the titles and sale prices, in euros, of the works. The exhibitor will give the list in 10 copies, in plastic transparent envelopes.
8. Works exhibited will be on sale. Sold works will have to be replaced by others. In case of sales, free choice will be given to the buyer to leave the work on exhibition (red disc) or to take it, knowing that no work will stay upon charge of the association at the end of the Biennial.
9. **Each artist who is accepted will commit himself to observing the points listed above.**



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APPLICATION FORM

To be returned before 15 September 2008
 to the following address.

Please write legibly.

Lastname: **Forename:**

confirms he / she has read the regulation concerning the Biennial event of Watercolours which will take place in the old town of Brioude from 11th to 26th July 2009 and wishes to propose his / her application to participate in it.

Date:

Signature:

Address	
Phone number and mobile number	
Email	
Website	

Number of watercolours		Days of presence of the painter at the Festival (minimum 8 days) Please, tick the appropriate boxes and give your dates.
Sizes (on average) of framed watercolours		<input type="checkbox"/> week-end 11-12 th (greatly desirable) <input type="checkbox"/> with extension on the 13 and 14 th of July <input type="checkbox"/> week-end 18-19 th <input type="checkbox"/> week-end 25-26 th <input type="checkbox"/> Week days? Which ones ? <input type="checkbox"/> Full week ? Which one ? /ones ?

Activities the painter participates

Questions

DOCUMENTS TO ENCLOSE

- **1 CD Rom** (coming with artist name and in stiff packing) including :
 - **fifteen to twenty pictures** of the artist's watercolours on it. They will be taken among the most recent ones, will be likely to be exhibited at the Biennial and will be representative of the artist's style. Do not forget to mention the title and the size of each picture.
 - **A text (roughly 10 lines) about the artist's presentation.** *Please, send us as a Word's file.*
- **A CV**
- If possible, newspapers articles about the painter.

Thank you in advance...