



Association Festival d'Aquarelle  
2, rue des Vignes - 43 100 Brioude  
Tél. + 33 (0) 647 392 355  
contact@festivaldaquarelle.com  
http://www.festivaldaquarelle.com

From the 9th to 23rd of July 2011

## THE BRIOUDE'S BIENNIAL EVENT OF WATERCOLOURS

### REGULATION 2011

#### 1. General points

**Organizer of the event: (non-profit-making) :** Association Festival d'Aquarelle  
2 rue des Vignes 43100 Brioude - France Tél. +33 (0) 647 392 355  
E-mail : [contact@festivaldaquarelle.com](mailto:contact@festivaldaquarelle.com) Website: [www.festivaldaquarelle.com](http://www.festivaldaquarelle.com)

**Places and dates of the Biennial:** several areas in the old town of BRIOUDE from 9<sup>th</sup> to 23<sup>rd</sup> of July 2011.

**Opening hours of the exhibitions:** every day, from 2 pm to 8 pm.

**Activities (workshops, explanatory demonstrations ...):** every morning. Workshops can take place all day.

1. **The Biennial event of Watercolours of Brioude presents about 30 recognized watercolourists from the national or international sphere.** There will be one or several painters in each area, on the basis of about 15 to 30 watercolours (depending on their size) per exhibitor.
2. **During the whole biennial event, activities (free or not) 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:**
  - ✓ The updating of the Biennial website of Brioude
  - ✓ A press kit
  - ✓ A free programme available on paper and on the Internet
  - ✓ An exhibition catalogue, made up of a presentation of each painter with one or several reproductions of his works. It will be available and on sale before, during and after the biennial event
  - ✓ Posters
  - ✓ All means to our liking.

#### 2. Conditions to apply

1. **Each application is individual and submitted to a selection commission.**  
**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.  
  
**Painters who already took part in the former biennials will only be allowed to exhibit new works.** 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 concerned about these arrangements and will choose themselves their artists for the Biennial event of Brioude).
2. **The artists' presence:** the experience of the first biennials confirmed us that the artists' presence is 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 be present for a minimum presence of 8 days (not necessarily consecutive) or more if he wishes and can do so.**  
**The workshop times are not included in the 8 days presence.**  
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).
3. **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 logistic requirements (advertising, management of inscriptions at workshops, equipped workshop rooms ...).

### 3. How to apply

1. **Sending period for registration forms: until 31<sup>st</sup> August 2010.**
2. **Mandatory papers to apply:**

(NB: any incomplete applications will not be looked at)

- ✓ **Application form, filled in, dated and signed.**
- ✓ **1 DVD**, coming with artist name including:
  - **Fifteen to twenty pictures** of the artist's watercolours. They will be taken among the most recent ones, will be likely to be exhibited at the Biennial 2011 and will be representative of the artist's style.
  - **A good picture of the artist** on which his face is clearly showed.

*Pictures will be digital and high quality (If you have already made books, postcards, 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 text both in French and English of about 10 lines presenting his work**, the way he paints and what he likes. (Word file, font Arial 9, text of 7 cm width).
  - **A CV** with his career and exhibitions.
  - 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 by the end of October 2010.** No files will be returned. No justification will be given regarding the selection or not of the artists.

### 4. 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 15 % commission will be received by the Association on sold works or workshops:**
  - ✓ All works including those made during demonstrations, workshops.
  - ✓ books, dvd... All these products will be sold in the Biennial shop.
3. **Insurance and charges:** The use of the exhibition rooms as well as various technical costs and insurance charges are the Association's responsibility. We cannot provide the guard of the premises, nor their surveillance apart from opening hours.  
**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 loss, theft, arson or damage. No claim will be received.

### 5. Practical information

1. **Each artist who is selected 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 press article about him ... Each artist will prepare a book with pictures of his watercolours, articles or texts about his career his style and exhibitions.
2. Each painter is responsible for the hanging of his paintings in his exhibition room.  
**The hanging of the paintings will take place on Friday the 8th July 2011 and the inauguration on Friday evening the 8th July.**
3. **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, all the watercolours shown must form an harmonious presentation. Chains and hooks are provided by the association and will have to be returned at the end of the exhibition.
4. **Each exhibitor will provide a numbered list of his works** mentioning his name and address, the titles and sale prices, in euros. The exhibitor will give the list in 10 copies, in plastic transparent envelopes.
5. **Works exhibited will be on sale. For each work please prepare an authenticity form.**  
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 the association will not take care of any painting at the end of the Biennial.

**Each artist who is accepted will commit himself to observing the points listed above. Each artist who participates in the Biennial event will agree with these points, what excludes any appeal against the Association.**



Association Festival d'Aquarelle  
 2, rue des Vignes - 43 100 Brioude  
 Tél. + 33 (0) 647 392 355  
 contact@festivaldaquarelle.com  
 http://www.festivaldaquarelle.com

**APPLICATION FORM**

**To be returned before 31st August 2010 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 9<sup>th</sup> to 23<sup>rd</sup> July 2011 and wishes to propose his / her application to participate.

**Date:**

**Signature:**

<b>Address</b>	
<b>Phone number and mobile number</b>	
<b>Email</b>	
<b>Website</b>	

<b>Number of watercolours</b>		<b>Days of presence of the painter at the Festival (minimum 8 days)</b>  Your presence during the 3 week-ends is much appreciated. Please, tick the appropriate boxes and give your dates.
<b>Sizes (on average) of framed watercolours</b>		<input type="checkbox"/> week-end 9 <sup>th</sup> -10 <sup>th</sup> of July <input type="checkbox"/> week-end 14 <sup>th</sup> - 15 <sup>th</sup> -16 <sup>th</sup> -17 <sup>th</sup> of July <input type="checkbox"/> Saturday 23 <sup>rd</sup> of July <input type="checkbox"/> Week days? Which ones? <input type="checkbox"/> Full week? Which one? /ones?

<b>Activities the painter participates in</b>
<b>Questions</b>

**DOCUMENTS TO ENCLOSE**

- ✓ **Application form, filled in, dated and signed.**
- ✓ **1 DVD**, coming with artist name including:
  - **Fifteen to twenty pictures** of the artist's watercolours. They will be taken among the most recent ones, will be likely to be exhibited at the Biennial 2011 and will be representative of the artist's style.
  - **A good picture of the artist** on which his face is clearly showed.

*Pictures will be digital and high quality (If you have already made books, postcards, 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 text both in French and English of about 10 lines presenting his work**, the way he paints and what he likes. (Word file, font Arial 9, text of 7 cm width).
- **A CV** with his career and exhibitions.
- **Some press articles** about the artist.

Thank you in advance...