



52nd ANNUAL Member Exhibition

October 3 to October 28, 2011 Ho'omaluhia Botanical Gardens Gallery

At the end of Luluku Road, Kane'ohe, Hawai'i

Gallery Hours: Daily 9:00 am – 4:00 pm

Curator: Mark Norseth

Entries: Each member should enter a minimum of two pieces and a limit of five pieces. All entries should be original works. Diptychs or triptychs are considered one piece of art. Please read the conditions carefully.

Schedule: Entry and delivery of work: Saturday, October 1, 2011, 10:00 – 11:30 am
Curator will select work from 11:30 am

Pick-up of works not chosen: Sunday, October 2, 2011, 10:00 – 11:00 am – A \$25 storage fee will be charged for unclaimed work. The committee will only call the artists when all of their entries have been accepted. All artists who do not receive a call must return to pick up work, or send someone to pick up the work. Please make arrangements.

Reception, Sunday, October 9, 2011, 4:00 to 6:00 pm: Exhibiting artists, please bring a pupu to share. Bring your friends to celebrate. Mark Norseth, the curator, will speak to the group at the reception and will be available to talk with artists one to one about their work. Curator's recognitions will be presented.

Last Day of Exhibit: October 28, 2011

Pick up of works at the close of the exhibit: Saturday, October 29, 10:00 to 11:00 am – A \$25 storage fee will be charged for unclaimed work. Please make arrangements.

Instructions for Delivery and Pick Up

1. Please read the rules carefully and bring all forms completed.
2. Have exhibition tags firmly attached to the lower left back corner of each entry.
3. Have entry fee checks ready, made out to Windward Artists Guild.
4. If joining the guild or renewing your membership, have membership application completed with check attached.

Display Regulations

Two-dimensional work:

1. Work, including free hanging pieces, must not exceed 50 x 74 inches, including the frame and multiple parts.
2. Entries must be suitable for hanging. Wire must be securely attached to each side on the back. For safety reasons, string and saw tooth hangers will not be accepted. The Windward Artists Guild reserves the right to refuse entry of any work that may be insecurely mounted or deemed to be a hazard.
3. NO WET WORK will be accepted.
4. Watercolors, drawings, and photographs must be under glass or plexiglas.

(Continued on page 2)

Windward Artists Guild Membership Form

P.O. Box 288 Kaneohe, HI 96744

Make checks payable to Windward Artists Guild. Thank you. Date _____ New Renewal
 \$30 Regular Member \$15 Student Member (with full-time student ID)

Name _____ Cell Phone _____ Home Phone _____ E-mail _____ Web Address _____

Mailing Address _____ City _____ Zip _____ Media _____

Volunteer Interests: Please check the areas where you are willing to help your organization.

- Serve on the board as an officer:** Secretary Treasurer Awards Chair E-mail Chair
 chair for exhibitions chair for programs, workshops, classes chair for hospitality newsletter editor
 chair for telephone tree chair for membership chair for publicity
- Serve as a committee member:** for exhibitions for programs, workshops, classes hospitality
 newsletter production telephone tree membership publicity
- I have computer skills for:** making spreadsheets scanning to preserve historical files
 word processing desktop publishing creating data base creating web sites
- I am willing to teach workshops in:** _____

Display Regulations (continued from page 1)

5. Fiber art should have a dowel bar for hanging each piece. If you have specific instructions for hanging or display, please attach these to your piece.
2. Size must not be heavier or larger than that which can be carried by one person and fit through an ordinary door. For work exceeding 25 pounds, the artist must provide a dolly for use of the juror.
3. Entries over 50 pounds must be installed by the artist.

Three-dimensional work:

1. Entries must be safe and secure for display.

Conditions

1. **This is not a juried show. Members must enter a minimum of two works.**
2. The Windward Artists Guild seeks to have shows that exhibit artwork of high quality. As such, Windward Artists Guild reserves the right to exclude from its shows any artwork that is deemed to be poorly made, or of insufficient quality. No copies of public material will be accepted. No fees will be refunded for pieces not selected.
3. Windward Artists Guild will accept a 15% donation on any works sold. If a buyer becomes interested in the artist's work at the exhibit, but waits until after the show closes to purchase directly from the artist, the artist may donate 15% to WAG. All checks should be made payable to the artist.
4. All possible care will be taken in handling and showing of work. By entering the exhibition, the artist understands and accepts that the Windward Artists Guild, the management of Ho'omaluhia Botanical Gardens, or any receiving agent, will not be liable for loss, theft, or damage to any work of art submitted to the exhibition. Insurance is the responsibility of the artist. Submission of artwork implies acceptance of all conditions.
5. By submitting artwork in the exhibition, an artist gives Windward Artists Guild the permission to use the artist's name, image, and images of their artwork in Windward Artists Guild publications and for all Windward Artists Guild publicity and public relation purposes.
6. If possible, please obtain a digital image of your work before it is submitted for the exhibition. You may be asked to provide the image for publicity purposes on our web page or in printed publications. Image for web page should be high quality, 72dpi, 400kb x 300kb. Image for newsletter should be maximum quality, 150 dpi, 3 x 5 inches, and under 1 mb.
7. There are no sitting requirements for this exhibition.

Fees

Entry fee for the first two pieces is \$25. Each additional piece is \$10. For this exhibition, triptychs or diptychs will be considered one piece of art. Membership in the Windward Artists Guild is \$30 a year. Full-time student membership is \$15 with a current student ID card from a college, university, or high

school. You may join Windward Artists Guild or renew your membership when you enter the exhibition. Please complete the membership form above and bring it with you when you check in.

For Further Information: You may access our web page at <http://www.hawaiiwag.org> or you may call 263-3108. No calls will be accepted on the day of entry.

Windward Artists Guild 52nd Annual Member Exhibition

Please complete card in duplicate. (Treasurer's copy)

Please type or print legibly. If we can't read it, we can't spell it correctly for the catalog or the gallery label.

Artist's Name _____ Cell Phone _____ Home Phone _____ email _____

Address _____ City _____ Zip _____

Entry WAG use	Title	Medium	Selling Price	Accepted	
				Yes	No
	1.				
	2.				
	3.				

I, the undersigned, understand, and accept that the Windward Artists Guild, the management of Ho'omaluhia Botanical Gardens, or any receiving agent will not be liable for loss, theft, or damage to the above artwork. **Artists are responsible for obtaining their own insurance for all art listed. Submission of artwork implies acceptance of all conditions.**

Signature _____ Date _____

Windward Artists Guild 52nd Annual Member Exhibition

Please complete card in duplicate. (Exhibition Committee copy)

Please type or print legibly. If we can't read it, we can't spell it correctly for the catalog or the gallery label.

Artist's Name _____ Cell Phone _____ Home Phone _____ email _____

Address _____ City _____ Zip _____

Entry WAG use	Title	Medium	Selling Price	Accepted	
				Yes	No
	1.				
	2.				
	3.				

I, the undersigned, understand, and accept that the Windward Artists Guild, the management of Ho'omaluhia Botanical Gardens, or any receiving agent will not be liable for loss, theft, or damage to the above artwork. **Artists are responsible for obtaining their own insurance for all art listed. Submission of artwork implies acceptance of all conditions.**

Signature _____ Date _____

Windward Artists Guild 52nd Member Exhibition	Windward Artists Guild 52nd Member Exhibition
Artist _____ Cell & Home Phone _____	Artist _____ Cell & Home Phone _____
Title #1 _____	Title #3 _____
Medium _____ Price _____ Attach to back lower left corner of entry. Please print.	Medium _____ Price _____ Attach to back lower left corner of entry. Please print.
Windward Artists Guild 52nd Member Exhibition	Bring This Receipt To Pick Up Work, Oct. 29, 10:00
Artist _____ Cell & Home Phone _____	Artist's Name _____
Title #2 _____	#1 _____
Medium _____ Price _____ Attach to back lower left corner of entry. Please print.	#2 _____
	#3 _____

About the Curator

Mark Norseth began painting at age 11, working in watercolor along the Washington coast under the guidance of Charles Mulvey. After studying at the Portland Museum Art School and a brief stint as an illustrator in the Pacific Northwest, Mark continued his study of painting in New York City. This period lasted over a decade, and found the artist scouring the museums and galleries of the city, to "learn what I could from the great painters and paintings I found there." Further study at the National Academy of Design, New York Academy of Figurative Art, and the Art Students League provided a strong technical base. Mark has received instruction from James Childs, Curtis Hanson, and Hilary H. Holmes, former students of R.H. Ives Gammell of Boston.

In 1998, Norseth began painting full time in Hawaii. He has won awards in

"Along with my intuition, I utilize a four part criteria when evaluating artwork for exhibitions. My first consideration is Boundaries: Has the work met all the show criteria (rules) successfully?

My attention then turns to the Communication of the artwork: How successfully does the work communicate what I perceive the artists' intention to be?

My third concern is based on the Technical: Is the craftsmanship, style, and overall look of the work contributing to or detracting from what I perceive the artists' intention/communication to be?

The final element I examine is the Presentation: Is the presentation contributing to or detracting from the communication?

Questions that a submitting artist might consider when preparing their entries include 'Is my intention in this work clear? Do I know what I'm trying to say? Is what I'm trying to say interesting? Are my technical skills getting in the way? Am I presenting this work in a tasteful and appropriate manner?' " - Mark Norseth

regional and national exhibitions in watercolor, pastel, and oil. Norseth has been featured in American Artist Magazine, The Pastel Journal, Watercolor Magazine, and others.

Exhibitions have included the Adirondack Exhibition of American Watercolors, Academic Artists Association, The Salmagundi Club, Audubon Artists, The Pastel Society of America, The Hudson Valley Art Association, Hawaii Watercolor Society, Artists of Hawai'i, Plein Air Painters of Hawai'i. Mark holds annual one-person shows at The Gallery at Ward Centre. He teaches figurative art at the Honolulu Academy School.

Professional affiliations include Life Membership in the Art Students League of New York, Signature Membership in the Pastel Society of America, and a former member of the Copley Society of Boston.

The Windward Artists Guild is a non-profit, volunteer, member guild, organized in 1960 by Windward artists. Through education, collaboration, encouragement, and exhibitions, the Windward Artists Guild supports, encourages, and promotes the production and appreciation of the visual arts, with emphasis on the Windward side. The Windward Artists Guild publishes a newsletter nine times each year. We welcome your membership in the Windward Artists Guild. We invite you to join the guild and participate in furthering the arts. For complete information view our website at www.hawaiiwag.org or call 235-5545, or write Windward Artists Guild, P. O. Box 288, Kaneohe, HI 96744.

**Windward Artists Guild
P. O. Box 288
Kaneohe, HI 96744**

First Class