



8^{ème} Biennale Internationale Rochemaure Aquarelle

Du 4 au 12 juillet 2020

Dossier de présentation aux artistes



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8 th ROCHEMAURE WATERCOLOR BIENNIAL EXHIBITION

from July 4 to 12 th 2020

Château de Joviac 07400 Rochemaure

The Biennial of Rochemaure is characterized by the following elements:

- **An exceptional setting:** The Joviac castle is situated in Rochemaure, a village of character located in « Ardèche » between Lyon and Avignon, close to Montélimar.
- **An exhibition stands worthy of an art gallery:** The works are presented on wooden panels, with individual integrated lighting, which guarantees a very high quality.
- **A limited number of artists:** To highlight the works of the artists, we limit the number of exhibitors to 24 maximum.
- **A renewal of artists:** Since the creation of Rochemaure Aquarelle in 2007, we have always favored artists who never came to exhibit in Rochemaure.
- **A major advertising effort:** 7,000 catalog distributed free of charge before the exhibition, advertising in the specialized press and the local press, flyers, posters ... A website and a facebook page.
- **An international visit :** Many visitors from all over France and abroad. Nearly 5,000 people visited the last Biennial. More than a quarter of buyers lived outside the Auvergne Rhône Alpes region.
- **A shop** with books, CDs and DVDs of the artists.
- **An exhibition where artists sell:** due to the quality of the works exhibited, their presentation, the presence of artists during the exhibition, a strong commitment of the voluntary members team. Moreover, each painting sold is replaced immediatly by another picture of the artist, chosen with him. This helps increase sales opportunities and remove discouraging red dots for visitors!
- **A friendly welcome for artists:** To facilitate the artists presence during the Biennial, Rochemaure Aquarelle offers a reduced rate to those who want a nearby accommodation. Every evening a dinner is available in the castle courtyard that allows artists to meet in a friendly atmosphere.
- **A spirit of solidarity:** For artists having financial difficulties, we have created a solidarity fund « Aquarelle Sans Frontières ». It allows to participate to travel expenses or accommodation.

Robert RISKIN said: "Art is beautiful when the hand, the head and the heart work together".

For the team at Rochemaure Aquarelle,

Promoting watercolor means sharing a passion with artists and visitors.



ROCHEMAURE AQUARELLE 8th EXHIBITION PROGRAM

DATE July 4 to 12th (included) 2020
Opened every day from 10 am to 7 pm

HANGING UP Thursday 2th of July 2020 from 9 am to 6 pm
Friday 3th of July 2020 from 9 am to 1 pm

INAUGURATION Friday 3th of July 2020 at 6pm

Followed by a dinner buffet offered to the artists and Rochemaure Aquarelle members.

The artists must attend the inauguration.

DURING THE EXHIBITION :

Each artist must be present at least **3 days** during the exhibition.

Each artist must realize

- A demonstration
- or if no demonstration, a commented visit of the exhibition or a presentation of his own artistic work.

These performances are unpaid.

HANGING OUT Sunday 12th of July 2020 when the exhibition is closed
Monday 13th of July 2018 from 9 am to 12 am

If the artists cannot be present for hanging out, the hanging out will be defined with Rochemaure Aquarelle team through a proxy.



EXHIBITION RULES

► ARTISTS SELECTION

Rochemaure Aquarelle Artistic Jury, selects the applicants.

The jury will not have to justify its choices.

Each applicant will receive an answer **before 15 th of October 2019**

► EXHIBITING PAINTINGS

Must be original water color paintings and presented for the first time at Rochemaure.

They must be available for sale. « Private collections » or « Reserved paintings » are not allowed.

Copies, school works , imitations are not allowed.

Painting name, Artist name, creation date, certificate of origin must be indicated on the back of each painting.

► PRESENTATION

Each artist has **4 linear meters** to exhibit (4 pannnels of 1m length x 2m height)

All sizes are allowed.

Neverveless we know by experience that the big sizes are more difficult to sell.

► FRAMES

Paintings must be very carefully framed with white « passe partout » and **white or light coloured wood frames.**

The hanging system must be resistant. Stickers or pins are forbidden.

A good framing enhances the paintings therefore the artists and exhibition quality.

Rochemaure Aquarelle keeps the right to refuse badly framed paintings.

Exceptionally, Rochemaure Aquarelle can take in charge the framing for the artists coming from abroad without frames. Price will be defined later.

► HANGING CHARGES

Each artist will have to pay **50 euros** on receipt of his agreement by Rochemaure Aquarelle. This amount will not be reimbursed for any reason.

► TRANSPORTS

Transportation of pictures are under the entire responsibility of each artist in respect of the planning. In case of absence of the artist for hanging out a proxy will be required.

► INSURANCE

The paintings insurance is not included in the application and hanging charges.

It is under the artist responsibility.

Rochemaure Aquarelle accepts no responsibility in case of robbery , fire, damages of the paintings during the exhibition. No claim will be accepted.

► SALES

Rochemaure Aquarelle invoices and receives payments for all the sales (paintings, included those sold during the demonstrations, books, DVD, CD)

Rochemaure Aquarelle charges a 10% Commission on all the sales.

During the exhibition direct sales are forbidden. according to French fiscal regulations.

Offenders will be immediately excluded from the exhibition.

► PAYMENT

Rochemaure Aquarelle will pay the amount of the sales (paintings books DVD CD) to each artist, less a percentage of 10 % commission, within 15 days after the end of the exhibition.

► DIGITAL REPRODUCTION

Each exhibiting artist gives his agreement to Rochemaure Aquarelle for copy right of one painting, the one will be in the exhibition catalogue and in advertisements to promote the exhibition.(press, internet, facebook...)

► EACH APPLICANT UNDERTAKE TO :

By agreeing to exhibit, the artists commit themselves to the respect of the regulation and especially

- Attend the inauguration.
- Be present 3 days at least during the exhibition
- Give a performance (demonstration – visit or comment)
- Bring a minimum of 6 to 10 framed paintings ready to be hanged
- Not sale before the Biennial the picture included in the catalogue.
- Not sale during the Bienial,any painting, demonstration, book, DVD directly. In such a case, you could be excluded by Rochemaure Aquarelle.

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