

## **10th International Watercolor Biennale**

From Saturday 6 to Sunday 14, July 2024



**An explosion of colors!**



## **10th International Watercolor Biennale**

**From Saturday 6 to Sunday 14, July 2024**

**(inauguration on Friday 5, July 2024)**

**In Joviac Castle at Rochemaure (Ardèche)**

### **Presentation :**

In 2024, Rochemaure Aquarelle will inaugurate its tenth International Watercolor Biennale. Born in 2007 to promote watercolor and artists, Rochemaure Aquarelle offers exhibitions gathering world wide artists. The primary exhibitions took place every year and rapidly became Biennales every two years (except in 2021 due to Covid crisis). For its tenth birthday Rochemaure Aquarelle decided to innovate while keeping its own personal lines.

### **Rochemaure Aquarelle main lines :**

- ▶ A limited number of artists (20 to 24 only).
- ▶ Every exhibition presents new artists. (Exceptionnaly an artist can apply twice if his work is different).
- ▶ An historical surrounding : Joviac Castle (able to welcome exhibition, demos, workshop, library, coffee shop...).
- ▶ Help for artists lodging if necessary.
- ▶ A friendly atmosphere : artists can share diner every day in the castle gardens.
- ▶ Each panel has its own lighting to enhance the paintings.
- ▶ A rigorous management and organization thanks to a motivated team of volunteers.
- ▶ A team always available to help artists to sell and promote their works.
- ▶ Low registration fees (80€) and percentage on sales (12%).
- ▶ A large advertising (releases in watercolor magazines – 5 000 free catalogues –
  - ▶ Flyers – posters – releases in local and regional news papers)

### **10th Biennale innovations :**

- ▶ No honor guests. All the artists will be honored guests and Very Important Persons.
  - ▶ To answer to several requests, each artist will have the opportunity to perform one day course (70 €/student for the artist).
- Novelties will be annouced further on.

### **Exhibiting artists duties :**

- ▶ All exhibiting paintings are on sale. No private collection is allowed.
- ▶ Each artist has 4 panels of 1 meter large at his disposal, and frames must have the same color. White is advisable.
- ▶ All the artists must be present at the inauguration on Friday 5, July and have to stay

at least 3 days during the exhibition.

- ▶ Each artist has to make a demo free of charge. If it is not possible, it can be replaced by a guided visit of the exhibition, a detailed presentation of a painting, or a lecture.
- ▶ No direct sales by the artists are allowed during the exhibition. If this rule is not respected, it can lead to exclusion.
- ▶ The assurance of the paintings is not included in the registration fees. The paintings are under the artists responsibility.
- ▶ Each artist gives to Rochemaure Aquarelle the right to copy his selected painting in the exhibition advertisements (catalogue, web site, facebook...)
- ▶ The registration fees (80 €) are required on acceptance file.
- ▶ Each artist shall supply all required documents during the exhibition planning period.

**Rochemaure Aquarelle duties :**

- ▶ To do its best for promoting the artists and sell the paintings.
- ▶ To do its best for organizing this 10th Biennale as an exceptionnal event.

**We do hope you shall join us for this beautifull adventure !**

## **PLANNING**

- INSTALLATION** Thursday 4, July 2024 from 9 am to 6 pm.  
Friday 5, July 2024 from 9 am to 1 pm.
- INAUGURATION** Friday 5, July 2024 at 6 pm.  
Artists have to attend the inauguration.
- EXHIBITION** From Saturday 6, July to Sunday 14, July 2024  
Opened every day from 10 am to 7 pm.
- ANIMATIONS** 2 Demos every day at 10.30 am and at 5 pm.  
1 guided exhibition visit every day at 3 pm.  
These animations are free of charge for the artists  
and the visitors.
- TAKING OUT** Sunday 14, July 2024 at 7 pm.  
Monday 15, July 2024 from 9 to 12 am.  
In case of absence, Rochemaure Aquarelle will propose  
a paintings recovery procedure.
- PAYMENT** Rochemaure Aquarelle will pay each artist sales  
less a 12% commission within 15 days after the end  
of the exhibition.

**10th ROCHEMAURE AQUARELLE BIENNALE APPLICATION FORM**

**To send before April 15, 2024.**

This application form means acceptance of Rochemaure Aquarelle rules and excludes any legal recourse.

Name.....First Name .....

Address.....

.....Country.....

Mail.....

Phone N°..... Mobile .....

Web site .....

Facebook.....

Birth Date..... Nationality .....

Spoken language .....

Siret N° (if you have one) .....

MDA Inscription N° (if you have one).....

Prices of your paintings : From .....to .....

Free Animations : Demo or Exhibition guided visit .....

Have you books or DVD to be sold in our library : Yes..... No .....

Possible suggestions .....

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I apply to the Rochemaure Aquarelle 10th biennale and I declare to accept its rules and shall respect them.

Signed at .....On .....

**COMPULSORY DOCUMENTS REQUIRED WITH THE APPLICATION**

**(Late or incomplete applications will be rejected)**

A good quality photo of yourself

..!...

6 to 8 photos of your watercolor paintings, format JPEG 300 DPI minimum.  
They must be of good quality, without alteration, with titles and dimensions.  
A least 2 of them must be available to be exhibited.

A text describing your way of painting, your favorite subjects, your artistic approach,  
why you choose watercolor ...(Word format, 500 signs maximum).

**Your complete application file must be forwarded in a single package :**

By mail through a transfer site (We Transfer for instance) to :  
[biennalerochemaure@gmail.com](mailto:biennalerochemaure@gmail.com)

By post (CD or USB plug) to :

Rochemaure Aquarelle Candidature Biennale  
C/O Marie Thé CANOVAS  
260, Chemin de Cabosou  
26780 ALLAN  
France

(you can add a stamped envelope for sending back)

Rochemaure Aquarelle will acknowledge receipt of your application by mail on receipt.

For any further questions regarding your application please contact by mail

[biennalerochemaure@gmail.com](mailto:biennalerochemaure@gmail.com)

or contact Marie Thé CANOVAS +33 6 61 11 87 60