

“PURELY PASTEL”

Prospectus

Southwest Florida Pastel Society 2026 Member Show

COCO Gallery Coastland Center

1900 Tamiami Trail N

Naples, FL

- SHOW DATES:** March 4, 2026, to March 29, 2026
- ONLINE REGISTRATION:** Begins January 22, 2026, Deadline February 26, 2026
- RECEIVING:** Monday, March 2, 2026, 2:00 pm to 4:00 pm
- RECEPTION & AWARDS:** Wednesday, March 11, 2026, 5:00 p.m. to 7:00 p.m.

Award Presentation: 6:00 p.m.

Judge: Aimée Harrison, Arts Education Director, Big Arts, Sanibel Island

PICK UP: Monday, March 30, 2026, 10:00 a.m. to 12:00 p.m.

To exhibit artwork in the COCO Gallery, please read and agree to comply with the following guidelines:

QUALIFYING ARTWORK

- **Framed Paintings:** Four **(4)** framed paintings may be entered and must be suitably framed and wired with **wire ends taped**. No saw-tooth hangers will be accepted. The wire, when taut, must be at least **three inches** below the top edge of the frame at the center of the work. **No screw eyes accepted. D-rings are preferred.** Mats, glass, or plexiglass should be clean, not scratched or marred. **The backing must be clean and professional and must be covered from edge to edge.**
- **Unframed Paintings for Bins:** Painters may submit up to two **(2)** ORIGINAL unframed paintings to be placed in art bins. No prints, copies or giclee prints. Paintings must have a **backing** and may be matted or unmatted. Please package your paintings in protective clear, sealed standard size sleeves. Amazon has precut standard sizes for acid free clear, sealed bags.
- **Size Limitation:** **Framed** paintings may be no larger than 168” measured around the outside of the frame. The maximum size for **unframed** ORIGINAL paintings is 16”x 20”.

Eligibility

- Only non-awarded artwork may be entered and must **have been completed within the past three (3) years** and may not be re-entered sooner than 12 months.
- Artwork must be **original** and not a copy of another artist’s or instructor’s work or from published sources such as a magazine, social media, or photographs not originally taken by the artist.
- No work generated with or assisted by AI (artificial intelligence) may be submitted to the exhibition.
- Any paintings entered in a **concurrent show** are not eligible.
- Paintings partially or totally completed in a workshop, class or online group scenario are not eligible.

- Artwork created on the top of a photographic image, mechanical reproduction, optical projection or traced, is not eligible.
- 80% of the top layer must be dry pastel.
- Artwork must be for sale. The artist retains 70% of sale price (less 3% if it is a credit card sale), 15% to the Coastland Center Mall, 10% to the Art Council of Southwest Florida, and 5% to SWFPS.
- Sold paintings may be replaced with a similar sized piece that is approved by the member show chairs.
- Paintings cannot be changed after the online **registration deadline** on February 26, 2026.

Tag Label: Each painting must have a **tag exhibit label** which includes the artist's name, size, title, and price. Tag labels are available for printing at **online** registration and may be **downloaded** at the time of registration. Tag labels may be folded and stapled around the backing wire or taped to the backing.

SWFPS reserves the right to exclude artwork it deems inappropriate for display or not properly prepared for showing.

Exhibition Policy: SWFPS may use accepted artwork in its Newsletters and other publicity. Any photo taken by SWFPS becomes the property of SWFPS and may be used in promotional materials now and in the future. COCO Gallery reserves the right to photograph or reproduce artwork for marketing purposes.

All reasonable care will be given to entries. However, SWFPS or COCO Gallery will not be held responsible for loss or damage from any cause.

Registration

- Register online at www.pastelsociety.org Registration begins on January 22, 2026, and ends February 26, 2026.
- **Fee:** You must pay at the time of online registration through PayPal using a credit/debit card; \$25.00 for the first entry and \$10.00 for each additional entry up to a total of six (6) paintings consisting of four (4) framed and two (2) unframed.
- Members of SWFPS must be current on 2026 membership dues prior to show entry. Dues are \$45.00. To become a member, go to www.pastelsociety.org/membership.

CASH AWARDS (For Framed Paintings Only)

- First Place: \$250.00
- Second Place: \$200.00
- Third Place: \$150.00
- Linda Garber Award for the Use of Color: \$100.00
- 4 - Honorable Mention Awards: \$75.00 each
- Plus, additional Sponsorship Awards

If you have questions about entry procedures, please contact Ruthe Sholler at rasholler@icloud.com or Judy Feldkamp at frudy999@gmail.com

By entering this show you agree to abide by the guidelines and policies set forth in the above prospectus.

SWFPS Member Show Co-Chairs, Ruthe Sholler and Judy Feldkamp