

BOTANICAL ILLUSTRATION 2019

**RHS London Art & Photography Show
Preview Tuesday 23 July, Wednesday 24 – Thursday 25 July 2019**

EXHIBITOR FACTSHEET

Before completing your application please read through this document. It explains:

- Botanical Illustration – a definition
- Contacts
- Selection: New Exhibitors
- Selection: For Exhibition
- Rules & regulations for exhibiting
- Labelling/ Plant Names
- Staging
- Judging & Awards
- Terms & Conditions

BOTANICAL ILLUSTRATION – a definition

Botanical Illustration is a genre of art that endeavours to faithfully depict and represent the form, colour and detail of a plant, identifiable to species or cultivar level.

As a technical discipline, botanical illustration emphasizes the depiction of accurate information, documenting the anatomical and functional aspect of a plant throughout its life cycle.

The best botanical illustration successfully combines scientific accuracy with visual appeal. It must portray a plant with the precision and level of detail for it to be recognised and distinguished from another species.

CONTACTS

Shows Department general telephone: 020 3176 5800

Botanical Art Judging Panel Secretary: Charlotte Brooks, Lindley Library

Tel: **020 7821 3050**

picturecommittee@rhs.org.uk

Application forms, contact details, badges & passes

Exhibitor Services Coordinator: Molly Rhead

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Exhibitor Services:

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Judging enquiries

Shows Judging Manager: Joanna Shirley

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Press office

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Marketing office

Tel: 020 7821 3036

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Horticultural Halls

Tel: 020 7828 4125

Accounts office

Tel: 01483 479743

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SELECTION: NEW EXHIBITORS

Artists who have not previously exhibited at a RHS show must first submit a sample of four pieces of work to the Picture Panel, for assessment and approval.

Selection meetings are held annually to consider artists for future years. The next selection meeting will be on **9 May 2019** to consider artists to exhibit in 2020 or subsequent years. Please contact the Picture Panel Secretary, picturecommittee@rhs.org.uk for further information and to make delivery arrangements **before sending any work**.

After the selection meeting the Picture Panel Secretary will write to each artist, informing them of the Panel's assessment. The artist's contact details will be held on a mailing list and passed to the RHS Shows Department. Invitations to exhibit are issued by the Shows Department and eligible artists may apply for space. Artists considered suitable to exhibit should stage an exhibit within 5 years, otherwise they must be assessed and approved again.

A very high standard of work (equivalent at least to a Silver RHS medal) is required to be selected to display botanical illustration at a RHS show. Emphasis is placed primarily on botanical accuracy in combination with aesthetic appeal. Artists should present examples of their work that is of the highest quality and has been completed in recent years.

Selection guidelines

- Four pieces of work are to be submitted
- Each piece should be labelled in pencil on the reverse with the artist's name and address, date produced, medium and the subject or title of the piece of work
- The pieces do not need to be presented on a theme

Selection criteria

- Quality of botanical illustration
- Quality of the presentation
- Overall impression

There is not an application form for submissions, artists will be issued with a receipt upon delivery.

Artists based in the UK and Ireland

Please present all artworks individually mounted, not framed.

Whilst every effort is taken to ensure the safekeeping of original artwork, it is recommended that artists hand deliver and collect their pieces from the Lindley Library, by appointment with the Picture Panel Secretary. If however it is not possible to do so, alternative arrangements can be made with the Picture Panel Secretary. If artworks are posted from within the UK, it is strongly recommended that they are sent 'Special Delivery' or by Art courier. The RHS cannot take responsibility for the condition of artworks received by post or courier.

Please note the postcode to be used for couriers and **Sat-Nav ONLY** is SW1P 2PB.

Artists based outside the UK

Please send four actual sized prints NOT original artwork, labelled as above. It is recommended that prints are unmounted, rolled in a poster tube, marked '£0 value.'

Please be aware it is not possible to return prints.

Group submissions

Artists may apply to exhibit as a group and should ensure that one piece of work from each artist is submitted, labelled as above.

SELECTION: FOR EXHIBITION

Only artists who have been accepted by the Picture Panel are eligible to apply for space.

Applications for space to display exhibits of botanical illustration should be made using the online application form emailed by the RHS Shows Department. Botanical illustration will be exhibited at the London Art & Photography Show. Contact details for eligible artists are automatically sent to the RHS Shows Department following acceptance by the Picture Panel, however artists should ensure that the Secretary is kept informed of any changes to their contact details by emailing picturecommittee@rhs.org.uk, and that only one email address is supplied for use for show correspondence.

Artists remain eligible to apply for exhibition space for 5 years following the date of acceptance, or the date of previous exhibition. It may not be possible to accommodate all of the artists who apply for space. If this is the case a selection criteria will be employed taking into consideration previous exhibition and medal history.

RULES & REGULATIONS FOR EXHIBITING

All artists, or groups of artists must display at least **six** pieces of work presented on a coherent theme. The choice of subject is left to the exhibitor.

There is no upper limit on the number of pieces, but the display must fit into the allotted space, which will be a maximum of 5.5 metres of display boards.

Whether the artwork is shown framed or unframed is up to the artist but the display must not be a mixture of both. Work should preferably be presented in off-white mounts. Frames should be of a neutral colour and simple in style, so as not to detract from the artworks.

Artwork should be on white or off-white material – paper or vellum only. Manuscript vellum is recommended, rather than raw or unprepared vellum. Where non-white vellum is chosen, any natural colouration to the surface must not detract from the artwork, as visual clarity in the detail of the picture is of paramount importance.

Artwork should have been produced recently and certainly within the last 5 years.

With the emphasis on botanical accuracy please ensure all artwork is correctly labelled (see 'Labelling/Plant Names' below), to also include the drawing medium.

Artwork should be life size and if not, a scale must be evident.

Artists are strongly advised to paint from living plant specimens and to make use of photographs for reference only, paintings directly copied from photographs are not acceptable.

Miniatures are unsuitable for RHS Shows.

Artists sending work from abroad may arrange for someone in the UK to hang and take down the work on their behalf. Please ensure enough time has been allowed for artworks to clear through Customs, the RHS cannot be responsible for artworks delayed at Customs.

Artists may only display work previously exhibited at an RHS show in exceptional circumstances and with prior permission from the Picture Panel Secretary.

No charge is made for exhibits at RHS Shows.

Manning of exhibits

Artists selling their work must ensure that their display is manned throughout the open hours of the show. Should an exhibitor have to leave their stand for a short time they should ask a neighbouring artist to keep an eye on their display and clear details of contact name and telephone number should be visible.

Artists are asked to show consideration to neighbouring exhibitors and avoid encroaching on their display space (e.g. obscuring the work of neighbouring exhibitors when conducting business with prospective clients).

Price Lists

Artists are not obliged to sell their work. Where works are for sale price lists should not be displayed until after judging has taken place (see section on 'Signage' for printing guidelines).

Every picture that is available for sale must be labelled with an indicative letter or number referring to a price list. A maximum of two price lists should be displayed, the prices of works may not be advertised in any other way.

Removal of exhibits

No painting or drawing forming part of an exhibit considered for a medal may be removed or substituted before the end of the show.

Exhibitors may be required to remove all or part of an exhibit that is considered unsuitable.

Signage

Signage is considered as part of the overall presentation of the exhibit and will be judged accordingly. Labels should be typed and printed, and adhered to the display boards using double sided Velcro or 'white tac'. It is recommended that a minimum of 18pt type is used.

Each picture should bear a label giving the name of the plant or plants depicted, correctly presented in Latin.

The Picture Panel encourages artists to present a short written piece (approx. 150 words) about their working method to be displayed with their exhibit. The medium (watercolour, pencil, coloured pencil etc. on paper or vellum) should be included as part of the description, or included as part of the title of the exhibit.

The exhibitor's name and title for the display should be adhered to the display board and be in place prior to judging. Using information provided by the artist, these will be provided by the Shows Department.

LABELLING / PLANT NAMES

Labelling is considered as part of the overall presentation of the exhibit and will be judged accordingly. Each piece should include a label giving the name of the plant or plants depicted in Latin. Please see below and contact the Picture Panel Secretary picturecommittee@rhs.org.uk for further information if required.

Summary

- All artwork must be labelled with the correct scientific Latin name of the plant.
- Genus and species should be in italics.
- Genus names must begin with an upper case letter.
- Species names must begin with a lower case letter.
- The cultivar name is in Roman, not italics, placed in single quotation marks. The main words begin with an upper case letter.
- The abbreviations for subspecies, variety and forma (subsp., var., and f.) must not be italicised.
- Plant family names must be italicised.

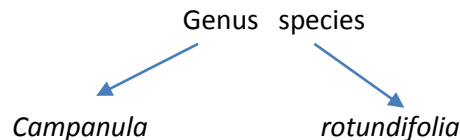
Why do plants have scientific names?

All living organisms have a scientific Latin name and many also have vernacular or common names. The scientific name is preferable, because the common name can be ambiguous or mis-leading. For example, the English bluebell *Hyacinthoides non-scripta*, is a different plant to the Scottish bluebell, *Campanula rotundifolia*.

How to write scientific plant names

Scientific Latin plant names must be italicised or underlined.

The scientific name of a plant has two parts: genus and species. For example, with the English common harebell, the first word *Campanula* is the name of the genus and the second word *rotundifolia* is the name of the species.



The genus name always comes first and begins with an upper case letter. The species name is always in lower case even when it commemorates a country or a person, such as *Rosa chinensis*, the China rose, or *Rosa banksiae*, named for the wife of Sir Joseph Banks.

The **abbreviations** for subspecies, variety and forma (subsp., var., and f.) must be written in Roman, not italic, for example *Narcissus romieuxii* subsp. *albidus*, *Clematis montana* var. *rubens*.

Artists who wish to include plant family names on their paintings should note that family names, such as *Campanulaceae* must be written in italics.

Plant name authorities

Every scientific name is followed by the name of an authority, meaning the person or persons who originally published the name. This is often abbreviated, for example *Campanula rotundifolia* L. denotes that the name was first published by Carl Linnaeus.

Inclusion of the authority name on artwork labelling is at the discretion of the artist – it does not need to be included on the labelling.

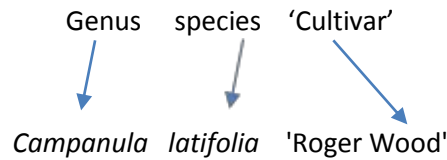
Hybrids

A cross between plants of two different species results in a hybrid. For example *Lilium* × *parkmanii* is the name given to the cross between *Lilium speciosum* and *Lilium auratum*. The “×” indicates the hybrid status and should be written as ×, not x, and must not be italicised.

Cultivars

Cultivar means **cultivated variety**. Cultivar names are given to denote variation within species and that generated by hybridisation, in cultivation. They are not printed in italics and should be enclosed in single quotation marks. For example *Clematis* ‘Huldine’ or *Clematis* × *cartmanii* ‘Joe’.

All the **main** words in a cultivar name must begin with an upper case letter, for example *Campanula latifolia* ‘Roger Wood’ or *Campanula persicifolia* ‘Coerulea Flore Pleno’. Other less grammatically important words do not begin with a capital, for example *Lilium* ‘Pot of Gold’, *Lilium* ‘Musik der Nacht’.



The names of cultivars are complicated by trade designations (selling names) which are names that are used to market a plant when the cultivar name is considered to be unsuitable for marketing purposes, for example *Clematis* 'Evijohill' has been given the trade designation JOSEPHINE. Trade designations are usually written in SMALL CAPITALS, and not italicized. Trade designations must not be placed between quotes. When cited together with the cultivar name, the order does not matter, but generally it is preferable to put the best-known name first, for example:

Clematis BLUE ANGEL 'Błękitny Anioł'

Clematis INSPIRATION 'Zoin'

Clematis ROSEMOOR 'Evipo002'

Clematis 'Warszawska Nike' MIDNIGHT SHOWERS

Clematis 'Helios' AZTEK

For non-botanists, the use of cultivar names and trade designations can understandably be very confusing. It is recommended that artists should refer to and follow the RHS website or the latest edition of *The RHS Plant Finder*, where plant names are correctly cited.

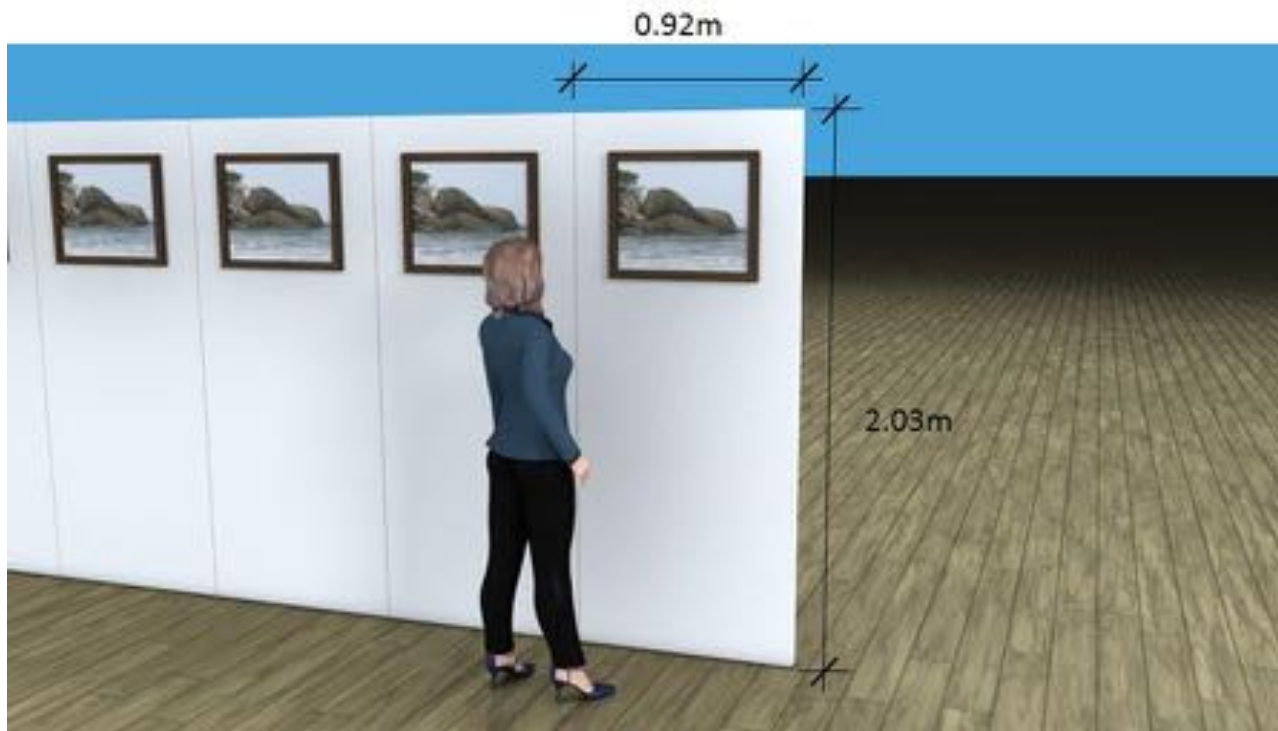
Remember that plants bought from garden centres or nurseries may be misnamed. Artists should endeavour to ensure that the names that appear on their paintings are the correct names. Misnamed plants and/or incorrectly labelled artwork will adversely affect the final result of the judging.

The RHS Plant Finder lists the accepted names of plants currently commercially available in the UK, but is a list only – it cannot be used to identify plants.

STAGING

White panel walls are in use at the London Show. We advise that artists protect unframed artwork with a transparent film. The use of conservation grade polyester film such as Melinex or Mylar is strongly recommended. This should be trapped under the mount to avoid disturbing the visibility of the artwork.

We do not stipulate regulations regarding thickness or width of materials for display mounting as this is a decision that is at the artist's discretion as to what will suit their display best.



Display Board Specification

Board Colour: White

Board size: 2.03m in height
0.92m in width per board. Joins between boards will be painted.

Layout: Boards will be arranged in straight lines.
Artists may apply for display space in lengths of 1.8m, 3.65m or 5.5m only.

Fastening: Artists must make their own arrangements for transporting and hanging their artwork and are expected to provide their own materials for hanging. Double sided Velcro is recommended for adhering unframed works and labels to the display boards.

For framed artwork it is recommended that either mirror plate fixings and screws or picture wire and hooks are used.

'S' hook picture hooks cannot be used on these display boards.

Velcro and picture hooks / nails will NOT be made available by the RHS

A professional art handler will be available to help artists install their works.

Presentation and hanging: images from displays at London Shows

When choosing how best to display an exhibit, artists are recommended to take into account ease of transportation and hanging, methods for protecting artworks from potential damage, as well as the overall impression they want to create.

RHS London Botanical Art Show 2017



Works on paper, mounted, with Melinex protection

Affixed to the walls using Velcro

Labels professionally printed onto foamex, affixed using Velcro or white-tac



Work on vellum, stretched over a frame

Each piece is affixed to the wall using picture wire and nails. A protective Perspex sheet is screwed into the wall at the corners, extending beyond the edge of the painting

Labels professionally printed on foamex, affixed using white-tac



Works on paper, mounted and framed

Affixed using picture wire and hooks; or mirror plates and screws

Labels professionally printed onto foamex, affixed using white-tac



JUDGING & AWARDS

Particular credit is given for botanical accuracy, exact colour reproduction and attention to detail with aesthetic appeal. Higher awards tend to be given to exhibits illustrating a particular theme or plant family. Artwork is judged as a complete display so that, if one or two works are of a lower standard than the others with which they are shown, the level of award will be affected.

Gold medals are only awarded to displays of outstanding and consistent excellence.

All awards will be based on the horticultural or botanical interest and accuracy of the exhibits.

The following Royal Horticultural Society medals are available for award:

- Gold
- Silver-Gilt
- Silver
- Bronze

If an exhibit is judged to be below Bronze standard no award will be made. The judges adhere to strict criteria and all decisions are review by a Moderator to ensure consistency. The decisions of the judges shall be final.

At each show, feedback is available after judging from a member of the Picture Panel and is automatically available to all artists.

It has been noted that some exhibitors refer to themselves at RHS Gold Medallist or RHS Medallist. These reference should be qualified by the show(s) and date(s) of the award(s). If more than one medal is referred to, at least the years in which the medals were won should be mentioned.

Medals

The first time an exhibitor is awarded a Gold Medal at an RHS Show, it is sent to the exhibitor free of charge in the autumn of the year when the medal was won. No second Gold Medal or first and subsequent medals of any other grade will be sent unless the exhibitor wishes to pay for them. Medals are never sent out un-engraved.

Judging Criteria

Quality of Botanical Illustration

- Horticultural Content
- Draughtsmanship/painterly skills
- Composition

Quality of Presentation

- Balance of exhibit
- Unity of exhibit
- Design enhances pictures
- New ideas
- Good frames, mounts etc.
- Written information

Overall Impression

- Artistic effect

TERMS & CONDITIONS

Full regulations can be found in the RHS London Shows Manual 2017 which will be supplied to exhibitors after allocation.

In these regulations, the following words shall have the meaning ascribed to them below:

‘Public’ shall mean and include members of the general public, members of the Society, officers of the Society, exhibitors, their employees, contractors, agents and all other persons attending the Show.

‘Exhibitor’ shall mean and include any person, business or company or other body making an application for space in accordance with these Regulations.

Where the context so admits, references in these Regulations to the singular shall include the plural. Where more than

one person, business, company or body is understood by the term exhibitor, any liability imposed on the exhibitor by these Regulations shall be a joint and several liability on those people's businesses, companies and bodies.

Acceptance of entries

The Royal Horticultural Society (RHS) adopts a good faith approach in assessing all applications for space and subsequently in monitoring the conduct and standard of exhibitors to whom space is allocated. However, whilst every effort is made to allocate space to exhibitors whom the Society regards as appropriate to the Show, matters may come to the attention of the Society after allocation which either they were not aware of at the time space was allocated to the particular exhibitor, or which have arisen since the time that space was allocated.

Accordingly, after acceptance and up to the Show, the Society reserves the right to cancel or amend any allocation of space if it considers the attendance of an exhibitor at the Show will be prejudicial to the interests of the general public, members of the Society or the good name of the Society. The RHS reserves, without limitation, the right to remove or alter exhibits and to refuse any application for space and in the event of any such refusal it is not required to give an explanation.

Acceptance of Regulations by exhibitors

Application for space by the exhibitor and/or the acceptance of space offered shall mean that the exhibitor agrees to observe and conform to the Rules and Regulations of the Show and to abide by the decisions of the Society in connection with the Show. It will be the responsibility of the exhibitor to ensure that contractors and any third party involved with their exhibit on site comply with these regulations.

Applications for space

Applications must be made on the official application form. Forms and Regulations for each section are available from the RHS Shows Department. The return deadlines are printed on the application forms. Applications received after the deadline that are of a sufficiently high standard may be placed on a waiting list.

The RHS reserves the right to deny space at the Show to any exhibitor who has consistently failed to provide a high standard and quality of goods or services sold through the Show, or who has failed to adhere to the RHS regulations. The RHS may at its discretion pass information to other exhibition organisers concerning the conduct of such exhibitors.

Cancellation of space

Exhibitors who have been allocated space but subsequently find that they are unable to exhibit must notify the Shows Department and Secretary as soon as possible in writing. Exhibitors who cancel late or who neglect to send any notification may not be allocated space at subsequent RHS Shows. The RHS reserves the right to recover its reasonable expenses when exhibits are cancelled.

Exhibitors' liability & need for insurance

- a) The exhibitor shall indemnify the RHS against and from any claim, damage, loss or expense in respect of personal injury, damage to property or any loss (whether caused by negligence or not) which may arise out of or is connected with or in consequences of the carrying out, completion or maintenance of the work, or which may arise from a breach by the exhibitor, their servants or agents (whether or not in the course of their employment or any of the provisions) of this document, provided nothing herein shall impose any liability upon the exhibitor for negligence on the part of the RHS or its servants or agents.
- b) The exhibitor shall be liable for loss and/or damage to the workplace (which shall include work executed and all material intended for, delivered to a place on or near to the workplace) from any cause whatsoever.

RHS liabilities

The RHS carries third party insurance cover in respect of any such claim through its liability or negligence during the show including the build-up and breakdown periods.

Show cancellation and force majeure

If the Show is not held, or if the completion of the stand contractor's work is not completed through causes beyond the control of the RHS, then the allocation of space will be deemed to be null and void and a refund will only be made from monies paid direct to the Society. If the Show is partially closed through causes beyond the control of the RHS, no refunds will be made of monies paid directly to the RHS. You are strongly urged to take out insurance to cover the possibility that the Show may be cancelled in accordance with this provision.

Conduct and selling techniques

- Exhibitors are expected to conduct their business in a polite and courteous manner and in a fashion that promotes a safe and welcoming environment.
- Exhibitors are expected to act lawfully, ethically and in the best interest of all other site users and show visitors at all times.
- Exhibitors must not smoke or consume food or drink on their stands in view of visitors.
- During the open hours of the Show exhibitors are expected to maintain a clean, smart and professional appearance.
- Exhibitors may not canvas for business in any part of the site outside the space allocated to them.
- The sale or distribution of literature which is not relevant to the exhibit or to the exhibitor's normal business is prohibited.
- Exhibitors are required to respect the Show site and neighbouring stands or sites.

Props

Props may be used to enhance and highlight the plant material in the display, which must remain dominant. Artificial plant material including artificial turf is not permitted. Props should be in keeping with the display.

Restricted items

Items not allowed:

- Balloons
- Feather flags
- Flags
- Gnomes or brightly coloured creatures
- Materials exuding a foul or unpleasant odour (including spray paints, aerosols and fibres).
- Any item which, in the opinion of the RHS, detracts from the presentation of the plants or products on display, or from the general appearance of the show.
- The Society does not permit the sale or display of gas patio heaters.
- The Society does not permit the sale of petrified timber or fossils.

Items requiring special permission from the Show Manager:

- Items deemed by the RHS to have no direct or demonstrable relevance to horticulture or gardening
- Artificial plant material
- Audio & visual media
- Banners
- Bunting
- Clothing (except gardening clothing)
- Dormant bulbs and corms
- Food and drink (except where this is an exhibitors regular trade)
- Fruit or flowers artificially attached to a plant or spray
- Live animals of any kind
- Mirrors
- Music/sound effects
- Pop up banners
- Samples
- Wood products offered for sale by exhibitors at RHS Show must be genuinely certified as coming from forests which are managed with full regard to conservation and the environment

Signage

Signage is an umbrella term for signs, name boards, notices and labels.

- Signs, notices and labels must be in harmony with the exhibit and in keeping with the ambience of the show as a whole.
- Signage may be taken into account by assessors and judges.
- Crudely handwritten signs, day-glo signs, revolving or signs using artificial light, flags or banners are not permitted.
- All signage must be contained within the exhibit.

- Additional name boards, signs or information signs may not be added to an exhibit after assessing/judging.
- The RHS reserves the right to reject signage considered to be unsuitable and to insist on its replacement with a suitable sign or notice.
- Exhibitors are given guidance on the number and size of signs dependant on size of exhibit. This allocation includes name boards along with sponsorship and product placement credit boards.

Name boards

Name boards must be visible on all exhibits. The RHS provides name boards for some exhibits, check specific regulations under individual manuals for more details.

Information signs

- Trophies, medals and advertisements of previous awards may not be displayed.
- Notices, other than those mentioned in the RHS Regulations must not be displayed except with the permission of the Show Manager.

Sponsorship Boards

If not supplied by the RHS these must be approved by the Show Manager.

Sponsorship boards must relate to sponsorship of the exhibit on which they are sited.