



Sharing the best in Gardening

BOTANICAL ILLUSTRATION 2017

**RHS London Botanical Art Show, Friday 24 – Saturday 25 February 2017
& RHS Malvern Spring Festival, Thursday 11 – Sunday 14 May 2017**

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 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.

Please note: Factsheet issued in July 2016, due for update in Autumn 2016.

CONTACTS

Shows Department general telephone: 020 3176 5800

Submission enquiries: Lindley Library

Tel: 020 7821 3050

library.london@rhs.org.uk

General enquiries

Show Manager: Jorge Rodriguez-Martin

Tel: 020 7821 3681

jorgerodriguezmartin@rhs.org.uk

Deputy Show Manager: Graeme Maynard

Tel: 020 7821 3121

graememaynard@rhs.org.uk

Application forms, contact details, badges & passes

Exhibitor Services Coordinator: Anna

Skibniewski-Ball

Tel: 020 7821 3362

annaskibniewskiball@rhs.org.uk

Exhibitor Services:

Tel: 020 7821 3123

exhibitorapplications@rhs.org.uk

Judging enquiries

Shows Judging Manager: Joanna Shirley

Tel: 020 7821 3355

joannashirley@rhs.org.uk

Assistant Shows Judging Manager:

Sarah Keiller

Tel: 020 7821 3331

sarahkeiller@rhs.org.uk

Press office

Tel: 020 7821 3043

showspr@rhs.org.uk

Marketing office

Tel: 020 7821 3036

showsmarketing@rhs.org.uk

Horticultural Halls

Tel: 020 7828 4125

Accounts office

Tel: 01483 479743

Fax: 01483 212399

SELECTION: NEW EXHIBITORS

Artists that have not previously exhibited at an RHS show must first submit a sample of four pieces of work to the Picture Panel for assessment and approval to be eligible to display botanical illustrations at an RHS show.

Selection meetings are held annually in July to consider artists for future years. The next selection meeting will be in July 2017 to consider artists to exhibit in 2018 or subsequent years. Please contact the Picture Panel Secretary, picturecommittee@rhs.org.uk for further information regarding this and arrangements for delivering work for consideration **before sending any work**.

After the selection meeting the Picture Panel Secretary will write to each artist, informing them of the Panel's assessment. 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 is required to be selected to be eligible to display botanical illustration at an RHS show. Emphasis is placed primarily on botanical accuracy with aesthetic appeal. Artists are strongly advised to paint from living plant specimens and to make use of photographs for reference only.

Artists living outside the UK may send actual sized prints but this does not apply to UK base artists. Artists submitting prints from overseas, please be aware that these cannot be returned.

Please note: there is no application form for submissions, artists will be issued with a receipt upon delivery.

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

Selection guidelines:

- The four pieces do not need to be on a theme
- Each piece of work should be labelled in pencil on the reverse with the artists' name and address, date produced, and the subject or title of the piece of work
- Work should be mounted but not framed
- All mounts should externally be the same size with windows cut to suit the size of the work, however you may feature different styles of work
- Artwork should be on white or off-white material – paper or vellum only
- The size of an artwork should not exceed the space allowed by the display boards used at RHS shows (see 'Staging' below)
- 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)
- Artwork should be life size and if not, a scale must be evident
- Miniatures are unsuitable for RHS shows.

Selection criteria:

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

Whilst every effort will be taken to ensure the safekeeping of your work, it is recommended that you hand deliver and collect your art work from the Lindley Library, by appointment with the Picture Panel Secretary. If however, you are unable to do so please make alternative arrangements with the Picture Panel Secretary. If posting your art works within the UK, it is strongly recommended that they be sent 'Special Delivery' or by Art courier. The RHS will not take responsibility for the condition of artworks posted or couriered.

Please note the postcode to be used for couriers ONLY is SW1P 2PB.

SELECTION: FOR EXHIBITION

Only exhibitors that have been accepted by the Picture Panel are eligible to apply for space.

Applications for space to display exhibits of paintings and drawings should be made using the online application forms emailed by the RHS Shows Department. 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 RHS Shows Department is kept informed of any changes to their contact details by emailing exhibitorapplications@rhs.org.uk, artists should ensure that they supply at least one email address to be used for show correspondence only.

RULES & REGULATIONS FOR EXHIBITING

All artists, or groups of artists must display at least **six** pieces of artwork preferably presented on a coherent theme, however, the choice of subject is left to the artist.

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 6 meters of display boards.

Paintings and drawings can be of any dimension (within reason) but, where possible, subjects should be depicted at least life-size. Where the subject is depicted larger than life-size a scale must be indicated.

Miniatures are unsuitable for RHS Shows.

Whether the artwork is shown framed or unframed is again 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.

Frames should be of a neutral colour and simple in style, so as not to detract from the artworks.

Artists sending work from abroad may arrange for someone in the UK to hang and take down the work on their behalf.

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 that are selling their paintings and drawings must ensure that their display is manned throughout the open hours of the show. Should an artist have to leave his or her 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).

RHS London Botanical Art Show (only) - RHS Annual Awards Ceremony

The RHS London Botanical Art Show provides the backdrop for the RHS Annual Awards reception and ceremony and is held prior to the show opening. Exhibitors are strongly encouraged to man their display as the RHS cannot accept responsibility for any damage caused. Drinks will be served to guests during this time and guests will be free to circulate the area. The reception presents an opportunity for exhibitors to speak with guests about their work.

Price Lists

Price lists should not be displayed until after judging has taken place (see section of 'Signage' for printing guidelines). Every painting and drawing that is for sale must be labelled with an indicative letter or number referring to a price list.

Every display that contains paintings or drawings for sale should have a maximum of two price lists, which must be fastened to the display boards. The lists must bear the corresponding letter or number and price of every picture and drawing which is for sale. The prices of paintings and drawings may not be advertised in any other way.

Leaflet holder

More information to follow on application.

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. 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.

You should also clearly present your name, contact details and title for the display. This should be adhered to the display board and be in place prior to judging.

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.

Notes on how to write plant names

Artists who submit paintings and drawings of plants for judging at RHS Shows, are asked to provide the Latin name(s) of the plants, either on the artwork, or on labels that accompany the artwork when mounted on the display boards. The following notes set out the rules that scientists have devised for the naming of plants.

Why do plants have scientific names?

Both living things and inanimate objects have names – without names, communication would be impossible. All living organisms have a scientific Latin name and many also have a vernacular or common name. For example, in England the plant commonly known as the bluebell has the scientific name *Hyacinthoides non-scripta*. The scientific name is preferable, because the common name can be ambiguous: in Scotland the bluebell is *Campanula rotundifolia* and in Australia the bluebell is *Sollya heterophylla*.

How to write scientific plant names

The way in which scientific names are written or printed is governed by an International Code. This states that scientific names must be italicised or underlined.

The scientific name of a plant has two parts. For example, in the English bluebell (*Hyacinthoides non-scripta*), the first word (*Hyacinthoides*) is the name of the genus and the second word (*non-scripta*) is the name of the species and follows the generic name.

The genus name always begins with a capital (upper case) letter, but the species name never does - even when the species name commemorates a country or a person, such as *Rosa chinensis* (the China rose) or *Rosa banksiae* (named for the wife of Sir Joseph Banks).

BUT 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 *Fagaceae*, *Campanulaceae*) must be written in italics.

Plant name authorities

Every scientific name is followed by the (sometimes abbreviated) name of an authority (the person or persons who originally published the name). For example *Primula vulgaris* Huds., *Clematis alpina* (L.) Mill., *Lilium catesbaei* Walter var. *asprellum* (Wherry) Stearn.

Inclusion of the authority name on artwork labelling is at the discretion of the artist – the RHS does not consider inclusion to be necessary.

Hybrids

A cross between plants of two different species results in a plant called 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

Many species and hybrids have named cultivars (cultivar is derived from the words **cultivated variety**). A cultivar is defined as an assemblage of plants that has been selected for a particular character or combination of characters. Cultivar names must be written in Roman (not italics), and must be placed within single quotation marks, for example *Clematis* ‘Huldine’ or *Clematis* × *cartmanii* ‘Joe’. All the **main** words in a cultivar name must begin with a capital (upper case) letter, for example *Lilium* ‘Big Ben’, *Lilium* ‘Red Brash Bird’: 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 doesn’t matter, but generally it is best 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 be understandably very confusing. It is recommended that artists should refer to and follow 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.

Summary

All artwork must be labelled with the scientific (Latin) name of the plant or plants depicted and such names must be written in italics or underlined.

The abbreviations for subspecies, variety and forma (subsp., var., and f.) must not be italicised.

Plant family names must be italicised.

Cultivar names must be in Roman and placed within single quotation marks.

Genus names must begin with a capital (upper case) letter.

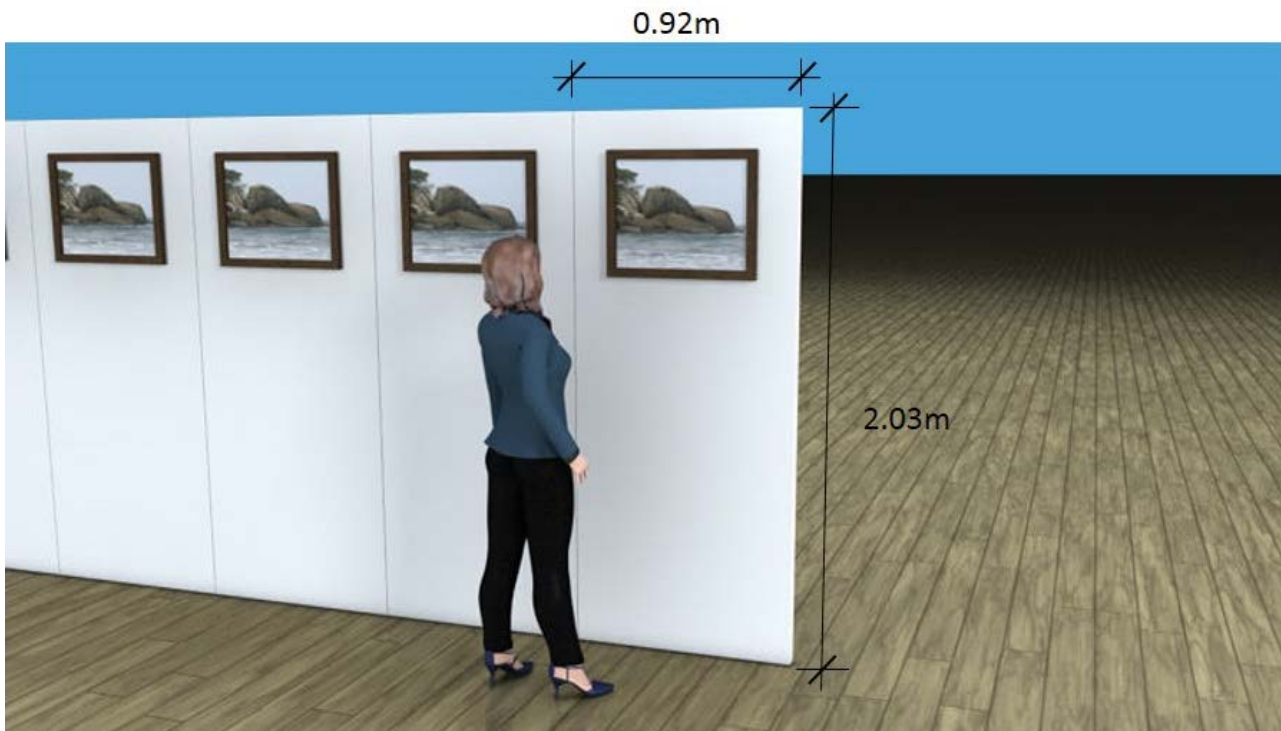
Species names must begin with a small (lower case) letter.

The main words in a cultivar names must begin with a capital (upper case) letter.

STAGING

New display boards were used for the first time at the London Botanical Art Show in 2016. These will be in use again at both the London and Malvern Shows in 2017. 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 and we do not wish to restrict choice.



Display Board Specification

Board Colour:	White
Board size:	2.03m in height 0.92m in width per board. Joins between boards will be taped and painted.
Layout:	Boards will be arranged in straight lines. Artists may apply for display space in lengths of 2m, 4m or 6m 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 <u>cannot</u> be used on these display boards. Velcro and picture hooks / nails will NOT be made available by the RHS

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 as 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

Any person or organisation may apply for space to stage an exhibit at the Show. 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 Show Manager 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.
- c) The exhibitor shall insure their liabilities under clauses (a) and (b) above by the provision of:
 - Employer’s Liability Insurance

- Public Liability Insurance for a minimum of £3 million
- Contract Works or Contracts (All Risks) Insurance for the full value of the contract works. (Such insurances shall include an Indemnity from the Insurer to this Society).

A copy of your insurance must be sent in with your Health and Safety Form 1 (to be supplied at a later date).

d) In connection with clause (c) above, the RHS's Insurers may request details of such insurances.

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.

Drapes

Staging, where provided, will be covered with hessian. Colours may vary from show to show and from year to year. We encourage exhibitors to use their own draping and background materials provided that they are fire proof, neatly applied and do not extend above the top rail of the background. Exhibitors own draping material and plans for its use must be approved by the Show Manager in advance.

Exhibitors who deliberately cut the fabric provided by the RHS will be charged for the cost of replacing the entire length of hessian.

Exhibitor catalogues

Exhibitors must make current catalogues and price lists available or display their website address.

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.
- Recommended colour for labels and information signs:
 - o Background – black, dark green or other dull/muted colours no bright colours are permitted
 - o Lettering – cream, white or silver to contrast with the background colour

Credit card signs

Exhibitors making sales may display one credit card sign to be no larger than 150mm x 100mm.

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.
- Exhibitors who wish to include information signs on their display (e.g. educational information) must submit the text for approval in advance to the Show Manager. Please make sure text is legible and is easily read from a distance. Signs should not take dominance over the plants in the display.

Royal Warrant

When an exhibitor holds the Royal Warrant the Royal Arms, together with the words authorised or specified by the Warrant, may appear at the top of a sign.

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.