



Toluca, State of Mexico, Mexico • June 17-20, 2027

Centro Cultural Tolzú, the International Watercolor Society Mexico (IWS Mexico) and the Aquacolor Mexiquense collective are pleased to invite watercolor artists from around the world to the International Watercolor Festival “Premio Toluca” 2027, in its 1st edition.

These three organizations are joining forces to create a setting where the diverse cultural and human expressions that watercolor offers today as a painting medium can come together, in the belief that art can transform reality and the world.

This event will be divided into two parts:

International Watercolor Competition and Exhibition.

International Watercolor Festival.

Competition and Exhibition

Eligibility

- Open to Mexican and international artists aged 18 and over.
- Each artist may submit one work.
- Theme: Open
- Medium: 100% watercolor on paper.
- Size: 56 × 38 cm (½ sheet), portrait or landscape.
- The work must be original, created between 2025 and 2027, and must not have been previously exhibited, either in physical exhibitions or on social media. Collage, pastel, digital images or any form of reproduction or print will not be accepted. Nor will works made in class, copies, works like those of other artists, or works based on public sources or references not attributable to the author be accepted. Digital modification or enhancement of the painting is not permitted.
- Each participant agrees to leave their work for the full duration of the exhibition.



Entry procedure

Upload personal information and image by February 28, 2027, at 11:59 pm (SCT).

at the following link: <https://mekishiko.media/Tolocan2027>

Images not submitted through this link will not be considered.

The image must be submitted in jpg format, precisely cropped and in the correct orientation of the work, with a file size of 3 to 5 MB, a resolution of 300 dpi and a minimum of 1500 pixels on the longest side. The file name must follow this format:

Country_Artist_Title_Size_YearCreated.jpg

Jury

The organizers will appoint a jury of distinguished national and international artists, who will make a preliminary selection to form the exhibition. The jury's decisions are final.

Selected works

130 works will be selected for the exhibition.

Once the selection has been made, participants will receive confirmation along with instructions for shipping the work and making the corresponding payment.

Results

Results will be announced on March 5, 2027, on the Facebook page of the Tolocan Festival <http://facebook.com/AcuarelaTolocan> and on the social media channels of IWS Mexico, Aquacolor Mexiquense and Centro Tolzú.

Participation fee (once selected)

\$100 USD for international participants.

\$90 USD for Mexican participants, and foreign residents in Mexico.

Payment methods will be announced once the list of selected artists is published.

Opening and awards ceremony

It will take place at Centro Cultural Tolzú on June 17, 2027 at 5:30 pm. The exhibition will remain open until September 19, 2027 at Centro Tolzú, located at Av. Miguel Hidalgo 201, Barrio de Sta. Clara, 50090 Toluca de Lerdo, State of Mexico, Mexico.

Awards

First place: Diploma and cash prize of \$70,000.00 MXN.

Second place: Diploma and cash prize of \$50,000 MXN.

Third place: Diploma and cash prize of \$30,000 MXN.

In addition, 7 Honorable Mentions will be awarded to works of outstanding quality. All participants will receive certificates of participation.



Catalogue

A digital catalogue will be published and made available on social media after the opening date.

Any matter not covered in this call for entries will be resolved by the Organizing Committee.

Delivery of original works

For local artists

Works must be delivered properly framed (3 cm wide silver or gray frame, with a 5–6 cm white or ivory mat) from March 8 to May 15, 2027, from 11 am to 5 pm, Tuesday through Saturday, at:

Rebeca Monserrat Reynoso Vendrell

José María Oviedo no. 123, Col. Francisco Murguía El Ranchito

Toluca, México — C. P. 50130

Phone: +52 722 407 0129

For out-of-town and international artists

Unframed works, properly packaged, must arrive in Mexico City no later than May 1, 2027, at the following address:

María Teresa González Lojero

Alborada 161, Col. Parques del Pedregal, Tlalpan

CDMX, México — C. P. 14010

Phone: +52 55 9199 4331

Email: lojeroacua@gmail.com

Artists residing outside Mexico are kindly asked to send their works well in advance through the EMS postal service in their country. If sent via courier services, customs charges may apply, which must be covered by the artists. All selected works must include the following information on the back: *Artist's name · Title of the work · Size in cm (height × width, without frame or mat) · Phone · Email-Country*

Return of works

Artists will be responsible for paying the return shipping of their works to their respective cities or countries, once the exhibition has ended.

Copyright

The organizers reserve the right to exhibit; photograph and video record the participating works for promotional purposes.



Insurance

The works will be handled with great care by the event organizers. By submitting their entry, artists release the representatives and organizers — the International Watercolor Society Mexico, Centro Cultural Tolzú and the Aquacolor Mexiquense collective — from all liability for loss of or damage to the works. Each artist is advised to obtain their own insurance, if they deem it appropriate. *Participation in this call for entries implies knowledge and acceptance of all its terms.*

Festival June 17–20, 2027

VENUE: Centro Cultural Tolzú, located at Av. Miguel Hidalgo 201, Barrio de Sta. Clara, 50090 Toluca de Lerdo, State of Mexico, Mexico.

Activities *(Stay tuned for the full program, to be published soon).*

- Demonstrations by national and international masters.
- Workshops by national and international masters.
- Lectures.
- “Travel Journal” Competition.
- Painting with wine and coffee
- Sketch competition
- Gala dinner.
- Plein air in Valle de Bravo
- Art market.

Key dates

Competition

Deadline for image submission and entry form.....	February 28, 2027 (11:59 pm, PST)
Results.....	March 5, 2027
Deadline for delivery of original work.....	May 15, 2027
Exhibition opening, and Award Ceremony.....	June 17, 2027

Festival

International Watercolor Festival.....	June 17–20, 2027
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Questions? Write to us

iws_mex@gmail.com · aquacolormexiquense@gmail.com <http://facebook.com/AcuarelaTolocalan>

