



Niagara Frontier Watercolor Society
Spring 2020 Members Exhibition of Transparent Watercolor
April 24, 2020 – June 5, 2020

Artists Group Gallery
 One Linwood Ave, Buffalo, NY 14209 716-885-2251

Gallery Hours
 Tues – Fri: 11am – 5 pm; Sat: 11 – 3 pm

EXHIBITION CALENDAR

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| <p><i>Submission Deadline - Sat., Feb. 28, 2020</i> (Website will be ready to receive submissions on January 2, 2020) at midnight</p> | <p><i>Demonstration by Richard Stephens - Thurs, May 21, 2020, 7 - 9 pm</i> Amherst Community Church (open to the public)</p> |
| <p><i>Notification of juror's decision – March 16-18, 2020</i> Emailed to all who submit paintings. (Send a self-addressed stamped envelope to the address given below if you do not have an email address where you can receive the Juror's decision.)</p> | <p><i>Reception and Awards Ceremony - Sat., May 23, 2020, 12:00-2:30 pm</i> Artists Group Gallery</p> |
| <p><i>Drop off date for hand delivered paintings - Sat., April 18, 2020, 11 am to 1 pm.</i> (Shipped paintings must arrive at the Artists Group Gallery by Wed., April. 15, 2020)</p> | <p><i>Artists pick up paintings – Sat., June 6, 2020, 11 am to 1 pm.</i></p> |

The Niagara Frontier Watercolor Society

Founded in 1980, the Society's primary aim is to promote, teach and exhibit TRANSPARENT WATERCOLOR. We have two shows each year. We sponsor an INTERNATIONAL EXHIBITION OF TRANSPARENT WATERCOLOR every two years, and a WATERMEDIA show every two years. All other shows are Members Shows dedicated entirely to TRANSPARENT WATERCOLOR.

Awards: Over \$1200 in cash awards.

Exhibition Juror and Awards Judge: Richard Stephens.

Richard Stephens was introduced to watercolor in college, and then re-discovered transparent watercolor in the early 90's. He quickly garnered a reputation nation-wide for his confident, loose, impressionistic paintings. His works have won awards in numerous national competitions and he has earned signature member status in several major Watercolor Societies. For the past 20 years, Stephens has shared his passion for the medium by conducting painting workshops around the country. The son of schoolteachers, Stephens' comfortable personality and easy style is well adapted to the classroom.

Richard Stephens' Statement

During most of my many years as a watercolor painter I have been concerned with technique and mastery of the medium. It is important, whatever the discipline, to practice and perfect the fundamentals. I have read an artist must paint at least a thousand paintings before gaining an understanding of the physics, temperament and possibilities watercolor has to offer.

Well, I have painted my thousand, and well beyond. I feel I have gained that basic understanding of the fickle relationship between paper, pigment, brush, water and artist. Technique, though always changing and improving, is basically instinctive to me now.

But even more important than technique is design. Design is that much-used word that encompasses so much yet is often vague and elusive. In my work the two most evident, and I think important, elements of design, are contrast and confident brushstrokes of color. Contrast adds mood and drama to my paintings while color brings vibrancy and emotional excitement to the viewer. Good design will go a long way to make up for immature technique, but great technique will not make up for poor design. In my personal art, and in the workshops I conduct, I emphasize the

elements and principles of design. It may be Art 101, but I feel it is the most important area of concern in the making of good art, whatever the medium, subject or style..

Conditions and Rules:

Eligibility: The Member's Spring Exhibition 2020 is a juried competition open to all artists 18 years and older. All entries must be original works completed within the last 2 years. **Copies or work done in a supervised workshop are not acceptable.** Work must not have been shown in any previous NFWS Show. All submitted paintings must be TRANSPARENT WATERCOLOR, watercolor applied in a transparent manner on a single sheet of 100% rag or cotton paper, free of pigment and/or embedded materials. Use of any pencil is limited to planning marks.

Use of the following will not be accepted: Yupo, rice paper, board or canvas. Opaque white, acrylic, gouache, graphite, ink, pastel, watercolor crayon, charcoal, conte, collage or surface construction will not be accepted. Beyond the use of graphite pencil or watercolor pencil guidelines/planning marks, all calligraphic lines shall be completed with transparent watercolor. Non-adherence to the media requirements established by the Society disqualifies the work for juror consideration, based on the final decision reached by the exhibition screening committee. **Entrants may submit two (2) paintings.**

Originality: Your entry(s) must be an original work of art, painted only by you, and not produced in a workshop. The artwork may not be a copy or likeness of another's work (i.e. painting, drawing, photograph, digital image or print), including published source or reference material not attributable to the artist. Photo reference material must be by you, the artist, or from a permission-granted photo taken by others.

Framing Requirements: Framed Paintings must have a professional appearance and be free from damage or blemishes. Diptychs, etc. should be in one frame. Improperly framed paintings will NOT be hung.

- **Framing Material:** Simple profile is encouraged.
- **Hanging Wire:** Required on all paintings. No saw tooth hangers permitted.
- **Glass or Plexiglas:** Framed paintings over 16" x 20" in size must have Plexiglas or acrylic sheet glazing . Glass is acceptable for hand delivered paintings smaller than 16" x 20" framed size. All shipped paintings must be glazed with Plexiglas.
- **Mats:** To best show off your painting, a minimum 2" mat (5.08 cm) is recommended.
- **Mat Color:** Must be white or nearly white. Thin colored liners no bigger than 1/4" are allowed.
- **Image Size:** The size of any framed painting must not exceed 52" in any direction.

Delivery of Accepted Paintings: Paintings are to be hand-delivered on April 18, 2020, 11 am - 1 pm. Shipping and hand delivery instructions will be sent with notification of acceptance. **Shipped paintings must be delivered to the Artists Group Gallery by April 15, 2020 between 11 am and 1 pm. All shipped entries must include a pre-paid return postage label, and a packing and handling fee in the amount of \$25.00. Please write this check to NFWS.**

Sales: It is assumed that all work is for sale at the price specified on the entry form, or, if not, is listed as not for sale (NFS). The Artists Group Gallery will charge 40% commission of the sale price on any sold paintings. Prices CANNOT be changed once entry is submitted. Payment to artists by the gallery is usually within 30 days of the gallery receiving full payment from the purchaser. Artwork is not released to the purchaser until the cost is paid in full.

Return of Paintings: Paintings may not be released before the end of the show. Shipped paintings will be returned as soon after the close of the show as possible. **Paintings MUST be picked up on Saturday, June 6, 2020, between 11 am and 1 pm.**

Liability and Agreement: Although the utmost care will be taken in handling the digital images and paintings, neither the Niagara Frontier Watercolor Society nor the Artists Group Gallery will be responsible for damage or loss whatsoever the cause. Artists desiring to insure their work are advised to contact their insurance agent directly. By entering, the images

and paintings, if accepted by the juror of selection, are subject to the conditions set forth in the prospectus. The artist releases and discharges the officers of the NFWS and its representatives, employees and assistants of the Artists Group Gallery from any and all claims occasioned by damage/loss of said images or painting(s) while in the possession of the NFWS or the Artists Group Gallery. By completing this submission, either by mail or on-line, agreement to all provisions of the prospectus is given, as is the right to reproduce or photograph the work(s) for publicity and educational purposes. The artist also agrees that he/she confirms that the painting(s) submitted comply with the Specifications outlined in this prospectus, and that the paintings cannot be removed before the close of the exhibition.

Entry Procedure: Submissions in jpeg format may be uploaded to the NFWS website beginning January 2, 2020. The last day for submitting through the website is February 28, 2020. Mailed submissions must be RECEIVED by February 28, 2020.

How to Enter:

- **Fill out the form below or on the NFWS website.** The online **Submission Form** is accessed on our website www.nfws.org. On the top navigation bar, follow the link from the **Exhibitions** drop down menu to the **Call for Work** page. The name of the image on your entry form is to be the same as the name on the images you upload or put on your mailed digital media. It should read as you will want it to read in the Exhibition Program, and on the artwork labels. Example: Sunset at Black Rock Canal.
- **Prepare Digital Images of Paintings:** Digital images must be of professional quality, showing only the painted image, less the matt and frame. Have your paintings photographed and saved to files with the following specifications--JPEG format, resolution minimum 300 DPI, with a minimum of 1800 pixels on the longer side. **This file size should be minimum 1-2 MG, with a maximum size of 3.5 MG.**
- **Image File Name:** Label your digital images, be they submitted to the website or mailed on a cd or USB thumbdrive, with your **initials (first, middle and last), followed by the title of the painting, and then the size of the painting image (unframed) ONLY. Example: DRM_View from Three Sisters_18x22. PLEASE Do not include your full name in the file name, ONLY your initials.**

Mail Your Payment or Pay Online: The Submission fee can be paid online with a link to Stripe from the Submission Form link on the Call for Work page on the NFWS website. If you choose to pay by check (U.S. Funds only), send your check for the **non-refundable entry fee for 1 or 2 paintings, \$30 for members, \$40 for non-members, to the address included in this section. Make checks payable to: NIAGARA FRONTIER WATERCOLOR SOCIETY.** Send payment and your Entry Form and CD or USB thumbdrive if you choose to enter by mail to: **Deb Meier, 2105 Town Hall Terrace, Apt. 2, Grand Island, NY 14072.** If you wish to have your CD or USB thumbdrive returned, please include appropriate self-addressed padded mailing envelopes/containers with adequate postage.

We welcome new members. Membership in NFWS is \$35.00 per year. If you enter by mail and wish to join NFWS, you may include this fee in a separate check with your show registration. You can also become a member and pay online by going to the Membership page on our website.

Additional Information/Questions: Please contact Deanna Weinholtz at 716-689-6453 or Deaweinholtz@gmail.com, or Deb Meier at 716-316-1029 or pleinpaletteart@gmail.com if you have any questions.

The Entry Form for Mailed Submissions is included on the Next Page of this Prospectus.

The Labels to be attached to paintings accepted in this Exhibition are included on the Last Page of this Prospectus.

ENTRY FORM -
NFWS SPRING 2020 MEMBERS EXHIBITION of TRANSPARENT WATERCOLOR

(Use only if mailing your images on a CD or USB Thumb drive)

Please label the image CD/USB thumb drive with your first, middle, and last initials, followed by painting title, and size of the painting image. **Each IMAGE FILE on the CD/USB thumb drive must be **labeled with your initials, painting title and unframed image size only**.** Example: DRM_View from Three Sistersl_18x22. Please do not include your full name in the IMAGE FILE label.

Name (please print) _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

ENTRY A (first image on CD or USB thumbdrive)

Please Note: If your painting(s) is(are) accepted by the juror, this will be the title used in the exhibition program and on the painting label in the exhibition. (*NFS= Not for Sale)

Title _____

Framed Size _____, Image Size _____

Price _____ If NFS*, Value _____

ENTRY B (second image on CD or USB thumbdrive)

Title _____

Framed Size _____, Image Size _____

Price _____ If NFS*, Value _____

It is understood that by submitting his/her paintings either online through the NFWS website or by mail, the entrant has read and understood, and agrees to the conditions of the prospectus and website directions put forth by the Niagara Frontier Watercolor Society for this Spring 2020 Members Exhibition of Transparent Watercolor.

See the last page of this prospectus for the labels that are to be completed and attached to each of your paintings when delivering them to the Artists Group Gallery for the Exhibition.

Labels to be Attached to Paintings Delivered or Shipped to the Artists Group Gallery

Please attach both labels to the back of each painting, both Entry A's to the back of Entry A, and both Entry B's to the back of Entry B. This will facilitate the hanging process for the Artists Group Gallery Staff. Thank you!

Your entry (attach to back of painting)

Name_____

Phone_____

Title_____

Price_____

If NFS*, Value_____

Your entry (attach to back of painting)

Name_____

Phone_____

Title_____

Price_____

If NFS*, Value_____

Your entry (attach to back of painting)

Name_____

Phone_____

Title_____

Price_____

If NFS*, Value_____

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Price_____

If NFS*, Value_____