



Niagara Frontier Watercolor Society
Spring 2021 - Non-Juried Members Transparent Watercolor Show
April 23, 2021 – May 28, 2021

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

<p>Submission Deadline - Sunday, March 7, 2021 (Website will be ready to receive submissions on January 11, 2021) at midnight</p>	<p>Demonstration by Keiko Tanabe - Thurs, May 20, 2021, 7 - 9 pm TBD</p>
<p>When submitting, please include a clear image of your artwork, cropped to not include mat or frame, as this will be used for our online presentation of the Spring 2021 Show.</p>	<p>Reception and Awards Ceremony TBD Artists Group Gallery</p>
<p>Drop off date for hand delivered paintings - Sat., April 17, 2021, 11 am to 1 pm. (Shipped paintings must arrive at the Artists Group Gallery by Wed., April 14, 2021)</p>	<p>Artists pick up paintings – Sat., May 29, 2021, 11 am to 1</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 Judge and Awards Judge: Nancy Lane

Nancy Lane has painted the people, animals and landscapes of upstate New York for more than 40 years. Watercolor has always been her first love, though she also paints in oil. She works from life whenever possible in order to understand how light and shadow can reveal emotion. She has a BFA from Maryland Institute College of Art, with study at Temple University in Rome, Italy. Her career as a watercolor picture book illustrator spanned 30 years, but around 2012 she turned her focus to fine art. Her work is in private and corporate collections and has been accepted in the Adirondacks National Exhibition of American Watercolors, Richeson International Figure/Portrait Competition, and American Women Artists “Making Their Mark” national show. She lives in Canandaigua, NY.

Nancy Lane’s Statement

Painting is my form of rebellion to a 21st century life so disconnected from the physical world. It’s my way of connecting to our REAL environment. It demands that you slow down and look at something with complete focus and patience, until you feel a part of it. It demands your emotional response to the dignity of the living things before you. A deep empathy for nature and its creatures is a driving force in my work.

My art calls attention to the importance, beauty, and fragility of our natural world as we face global warming. A felt connection to the land and its creatures is essential for human happiness—and survival. I want

viewers to sense in my paintings the enveloping presence of the landscape: its trees, its creatures, the water, the wind, the sunlight. I want them to feel a part of the paintings and recall their own experiences with the outdoors. I hope to awaken that connection, and encourage greater compassion for this wild, generous earth, our only home.

Conditions and Rules:

Eligibility: The Spring 2021 - Non-Juried Members Transparent Watercolor Show is a judged 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 embedded materials. Use of any pencil, including watercolor colored 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 based on the final decision reached by the exhibition screening committee. **Entrants may submit one (1) painting.**

Originality: Your entry 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 42" in any direction.

Delivery of Accepted Paintings: Paintings are to be hand-delivered on April 17, 2021, 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 14, 2021 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, May 29, 2021, 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 11, 2021. The last day for submitting through the website is March 7 2021. Mailed submissions must be RECEIVED by March 5, 2021.

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, \$30 for members, to the address included in this section. Make checks payable to: NIAGARA FRONTIER WATERCOLOR SOCIETY.** Send payment, Entry Form, and a 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 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 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 your painting submission in this Exhibition are included on the Last Page of this Prospectus.

ENTRY FORM -
Spring 2021 - Non-Juried Members Transparent Watercolor Show
(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 Image

Please Note: 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 _____

It is understood that by submitting his/her painting 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 2021 - Non-Juried Members Transparent Watercolor Show.

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

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

Please attach both labels to the back of your painting; one is for inventory purposes and will be removed. 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 _____