



**Niagara Frontier Watercolor Society**  
**Spring 2022 - Juried Members Exhibition of Transparent Watercolor**  
**April 29, 2022 – June 3, 2022**

**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><b>Submission Deadline - Sunday, February 27, 2022</b>          Website will be ready to receive submissions on Saturday, January 08, 2022. 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 2022 Show.</p>	<p><b>Demonstration by Skip Lawrence - Thurs, May 19, 2022, 7 - 9 pm</b></p>
<p><b>Notification of Acceptance - March 13-17, 2022</b>          Artists will be notified of accepted artwork via email (or mail, if there is a self-addressed, stamped envelope).</p>	<p><b>Reception and Awards Ceremony</b>  <b>Saturday, May 21<sup>st</sup> 12-2</b>          (This is a TENTATIVE date following covid guidelines; please watch your email for confirmation.)</p>
<p><b>Drop off date for hand delivered paintings - Sat., April 23, 2022, 11 am to 1 pm.</b> A timed drop off schedule will be sent to participating artists          (Shipped paintings must arrive at the Artists Group Gallery by Wednesday, April 20, 2022)</p>	<p><b>Artists pick up paintings – Sat., June 4, 2022, 11 am to 1 pm</b></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: Skip Lawrence**

**Skip Lawrence’s Statement**

I love everything about painting. I love feeling the paint, seeing a rich color spread under my brush onto a surface and the play between colors coming together. I love watching my idea take form until a painting finally says “it” and I am surprised and delighted every time. I love sharing my art and knowing that someone is moved by it.

I see no hierarchy among realism, abstraction, non-objective painting styles. I see only the relationship of colors, shapes, surface and line that either thrills or bores me. When these elements come together to communicate an artist’s intention to the viewer, to connect with someone, it is nothing short of wonderful.

**Conditions and Rules**

**Eligibility:** The Spring 2022 - Juried Members Transparent Watercolor Show is a judged competition open to all artists 18 years and older. **Members may submit two (2) paintings.** 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.

**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:** **All paintings must be behind glass or plexiglass. Varnished, cold wax and alternative framing methods are not accepted for NFWS transparent watercolor shows.** 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 23, 2022, 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 Wednesday, April 20, 2022.** 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: PLEASE NOTE FOLLOWING CHANGE IN SALES POLICY**

All submitted paintings must have a sale price noted. NFS (not for sale is no longer an option) NFWS is aware that the strength of the arts community in WNY is not only based on the participation of artists themselves but also the presence and health of the gallery community which supports us. Sales from shows such as ours is a lifeline to our galleries. Prices CANNOT be changed once entry is submitted. **Please make a record of the sale price upon submission so there are no discrepancies when filling out paperwork at drop-off. Artist's Group Gallery will take 40% of the sale price if a painting is sold.**

**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 4, 2022, 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 Saturday, January 8, 2022. The last day for submitting through the website is Sunday, February 27, 2022. Mailed submissions must be RECEIVED by February 25, 2022.**

**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](http://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: View from Three Sisters.
- **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, with a minimum of 1800 pixels on the longer side. **This file size should be minimum 1-2 MB, with a maximum size of 3.5 MB.**
- **Image File Name:** Label your digital images, be they submitted to the website or mailed on a 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: **Martha Rogala, 136 The Commons, 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 Martha Rogala at [mdrogala@gmail.com](mailto:mdrogala@gmail.com) (716-863-8436), or Janet Ide at [jlide55@gmail.com](mailto:jlide55@gmail.com) (716-632-7528) 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 2022 - Juried Members Transparent Watercolor Show**  
(Use only if mailing your images on a 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 USB thumb drive)**

**Please Note: If your painting(s) is(are) accepted by the juror, this will be the title used in the exhibition catalogue and on the painting label in the exhibition. **Note: All works must be for sale****

Title \_\_\_\_\_

Framed Size \_\_\_\_\_, Image Size \_\_\_\_\_

Price \_\_\_\_\_

**ENTRY B (second image on USB thumb drive)** **Note: All works must be for sale**

Title \_\_\_\_\_

Framed Size \_\_\_\_\_, Image Size \_\_\_\_\_

Price \_\_\_\_\_

**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 2022 - 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 paintings 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!**

**ENTRY A (attach to back of painting)**

Name \_\_\_\_\_

Phone \_\_\_\_\_

Title \_\_\_\_\_

Price \_\_\_\_\_

Have you ever won a NFWS Award \_\_\_\_\_

**ENTRY B (attach to back of painting)**

Name \_\_\_\_\_

Phone \_\_\_\_\_

Title \_\_\_\_\_

Price \_\_\_\_\_

Have you ever won a NFWS Award \_\_\_\_\_

**ENTRY A (attach to back of painting)**

Name \_\_\_\_\_

Phone \_\_\_\_\_

Title \_\_\_\_\_

Price \_\_\_\_\_

Have you ever won a NFWS Award \_\_\_\_\_

**ENTRY B (attach to back of painting)**

Name \_\_\_\_\_

Phone \_\_\_\_\_

Title \_\_\_\_\_

Price \_\_\_\_\_

Have you ever won a NFWS Award \_\_\_\_\_