



**Niagara Frontier Watercolor Society**  
**Spring 2024 Non-Juried Members' Transparent Watercolor Exhibition**  
**May 17 – June 21, 2024**

The Submission Period will be from Sunday January 7, 2024, through Sunday March 3, 2024. The Exhibition will be at the WNY Artists Group Gallery from May 17 – June 21, 2024. The juror of Awards will be Richard Stephens our Spring 2024 Workshop Artist.

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, March 3, 2024</b> Website will be ready to receive submissions, one per artist, on January 9, 2024. <b>Enter online on the NFWS website Call for Work Page, <a href="https://nfws.org/call-for-work/">https://nfws.org/call-for-work/</a> or mail entry form attached to this prospectus.</b> <b>Submission of digital images is not required for this non-juried show, however artists will be encouraged to provide digital images via email to facilitate publicity for the Exhibition.</b></p>	<p><b>Demonstration by Richard Stephens – The second Thursday of the month of May 16, 2024</b></p>
<p><b>Notification of Inclusion in Exhibit – March 18 – 21, 2024.</b> Artists will be emailed by this date. This email will serve as notification of receipt of submission and fee, whether by mail or online, and confirmation of inclusion in the exhibition.</p>	<p><b>Reception and Awards Ceremony: Saturday, May 18, 2024, time TBA</b></p>
<p><b>Drop off Dates for Hand Delivered Paintings Sunday, May 11, 2024, 11 am-1 pm.</b> A timed drop off schedule will be sent to participating artists. <b>Shipped paintings must arrive at the Artists' Group Gallery by Wednesday May 8, 2024</b></p>	<p><b>Artists Pick Up Paintings – Saturday June 22, 2024, 11 am – 1 pm.</b> A timed pick-up schedule will be sent to accepted artists.</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 a WATERMEDIA show every two years. All other shows are Members Shows dedicated entirely to TRANSPARENT WATERCOLOR.

**Awards:** Cash Prizes totaling over \$1200 are awarded; the Award for First Place being \$400.

## **Exhibition Juror, Richard Stephens**

Richard Stephens is a native of Hot Springs, Arkansas, and graduated from the University of Central Arkansas in 1969 with a degree in art. Stephens has enjoyed a successful 45 year career as a freelance commercial artist/graphic designer in the advertising/marketing industry.

For 20 years Richard has been teaching workshops around the country and serving as juror for numerous watercolor competitions and shows.

Although recognized for his landscape, architectural and figurative work Stephens feels the real subjects of most of his paintings are his brushwork and the light he tries to capture and amplify through value contrast and an unexpected color palette. Believing that drawing is the foundation for all good art and design, Stephens often allows his pencil work to show through and become an engaging element in his watercolors.

Stephens says, "My goal is to interpret, not to render. I want to engage the viewer, entertain him, and share my vision. When people view my work, that is the last step in the painting process. Of course, I want people to like my work, but like it or hate it, I don't want them to be indifferent."

**READ THIS PROSPECTUS CAREFULLY. Failure to follow NFWS Conditions and Rules may lead to disqualification of your entry.**

### **Conditions and Rules:**

**Eligibility:** Entry is open to all members of the Niagara Frontier Watercolor Society, 18 years of age and older. **Members 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. 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 WATERCOLOR, watercolor applied on a single sheet of 100% cotton rag, free of embedded materials. Use of graphite pencil is limited to planning marks. All watercolor media used, (i.e., standard tube and pan watercolors, liquid watercolor, watercolor pencil, watercolor crayon, watercolor stick) should be able to be rehydrated.

**Use of the following will not be accepted :** Yupo, rice paper, board or canvas, white pigment, acrylic, gouache, graphite, ink, pastel, charcoal, conte, collage or surface construction. Non-adherence to the media requirements established by the Society in this prospectus disqualifies the work based on the final decision reached by the exhibition screening committee.

### **How to Enter:**

**COMPLETE THE ENTRY FORM:** Access the entry form online at the NFWS website Call for Work Page, <https://nfws.org/call-for-work/> or fill out the form below for one entry only and return by mail with your entry fee of \$30, Digital images will not be required but are encouraged. ***If possible, please email a digital image of your entry*** for the website and for publicity for the exhibition ***to either Janet Ide at [jlide55@gmail.com](mailto:jlide55@gmail.com) or Martha Rogala at [MDROGALA@gmail.com](mailto:MDROGALA@gmail.com).*** Please indicate on your application form whether a digital image of your painting will be available.

**Mail Your Payment or Pay Online:** There is a non-refundable entry fee for 1 painting: \$30.00 (U.S. Funds only). Only NFWS members may enter the exhibition. Make checks payable to: NIAGARA FRONTIER

WATERCOLOR SOCIETY. Send payment and submission form to **Martha Rogala, 136 The Commons, Grand Island NY 14072**. The entry fee may also be paid online when registering for the Show.

We welcome new members. Membership in NFWS is \$35.00 per year. You may include this fee on a separate check in your show registration or join online.

#### **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.
- **Glazing:** All paintings must be glazed with either Plexiglas/acrylic sheeting. Glass is acceptable for hand delivered paintings smaller than 16" x 20" framed size.
- **Mats:** A 2" minimum visible 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 Paintings:**

##### **Drop off Dates for Hand Delivered Paintings**

**Sunday, May 11, 2024, 11 am-1 pm.** A timed drop off schedule will be sent to participating artists.

**Shipped paintings must arrive at the Artists' Group Gallery by Wednesday May 8, 2024**

**All shipped entries must include return postage and a \$25.00 packing and handling fee.**

#### **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 are a lifeline to our galleries.

The Artists Group Gallery will charge 40% commission of the sale price on any sold paintings. 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.** 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:** No paintings may be released before the end of the show. Shipped paintings will be returned as soon after the close of the show as possible.

**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 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 online, 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 submitted complies with the Specifications outlined in this prospectus, and that the paintings cannot be removed before the closing of the exhibition. **Entry Procedure: Submissions on the NFWS website beginning January 9, 2024. The last day for submitting through the website is March 3, 2024. Mailed submissions must be postmarked no later than March 3, 2024**

#### **Additional Information/Questions:**

Please contact Martha Rogala at 716-863-8436 or [mdrogala@gmail.com](mailto:mdrogala@gmail.com), or Janet Ide at 716-632-7528 or [jlide55@gmail.com](mailto:jlide55@gmail.com) if you have any questions.

**SUBMISSION FORM NFWS SPRING 2024**

Name (please print) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

**ENTRY**

**Please Note: This will be the title used in the exhibition catalogue and on the painting label in the exhibition.**

Title \_\_\_\_\_

Framed Size \_\_\_\_\_

Price \_\_\_\_\_

I will email a digital image of my artwork. Yes \_\_\_\_\_ No \_\_\_\_\_

**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 2024 Members Exhibition.**

**Please note that you must bring the SAME WORK to the gallery that is LISTED ON THE ENTRY FORM. SUBSTITUTIONS WILL BE REJECTED!**

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.

Please attach both labels to the back of your painting, this will facilitate the hanging process for the Artists' Group Gallery staff.

**Labels MUST be filled out completely and attached to paintings prior to arriving at the Gallery at your designated drop-off time.**

ENTRY (attach to back of painting)

Name \_\_\_\_\_

Phone \_\_\_\_\_

Title \_\_\_\_\_

Price \_\_\_\_\_

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

ENTRY (attach to back of painting)

Name \_\_\_\_\_

Phone \_\_\_\_\_

Title \_\_\_\_\_

Price \_\_\_\_\_

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