



**Niagara Frontier Watercolor Society  
Fall 2024 Transparent Watercolor Exhibition  
October 20-November 24, 2024**

The Submission Period will be from July 6, 2024, through August 12, 2024. The Exhibition will be at the Kenan Center Gallery from October 20, 2024, through November 24, 2024. The Juror of Awards will be Brienne Brown our Fall 2024 Workshop Artist.

**Kenan Center**  
433 Locust St.  
Lockport NY 14094  
716-433-2617

**Gallery Hours**  
Monday-Friday Noon-5PM  
Saturday & Sunday 2PM-4PM

**Exhibition Calendar**

<b>Submission Deadline - Monday, August 12, 2024</b> Website will be ready to receive submissions on July 6, 2024. Mailed USB THUMB DRIVE or emailed jpgs must be received by the deadline. <b>Please note we are no longer able to accept CD's.</b>	<b>Demonstration by Brienne Brown – The fourth Thursday of the month of October, October 24, 2024</b>
<b>Notification of Juror's Decision – August 26-29, 2024</b> - Emailed or mailed to all who submit paintings. (Include A Self-Addressed Stamped Envelope with Your Entry Fee if you submit by mail.)	<b>Reception and Awards Ceremony: Sunday October 27, 2024, 2-4 PM</b>
<b>Drop off Dates for Hand Delivered Paintings Tuesday, October 15, 2024, 1-4 PM.</b> A drop off schedule will be sent to accepted artists. <b><u>Shipped paintings</u> must arrive at the Kenan Center Gallery by Friday, October 11, 2024.</b>	<b>Artists Pick Up Paintings – Monday, November 25, 1-4 PM.</b> A pick-up schedule will be sent to accepted artists.

**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, Brienne Brown

From a very young age, Brienne showed talent in art and music, but wanted to pursue a career in the sciences. She started her education at the University of Utah as a double major (Art and Chemistry), eventually receiving a BS in Chemistry and finishing with a Master's degree in 2004. After graduation, Brienne worked in a Toxicology lab. Though she painted some by taking an occasional class, as the years wore on, she realized she wanted more art in her life than a career in science would allow. She was surprised and delighted to find great fulfillment in painting. In fact, it became a necessity.

After leaving her job as a toxicologist to raise her first child in 2008, Brienne had the opportunity to paint more consistently. Prioritizing painting and taking workshops from artists she admired paid off. Soon she was not only exhibiting and entering shows regularly, but also winning awards. Brienne holds signature membership status for the National Watercolor Society, American Impressionist Society, Western Federation of Watercolor Societies, Pennsylvania Watercolor Society, and Utah Watercolor Society. Her work has been published in *Splash 17 Best of Watercolor: Inspired Subjects*, *Plein-air Magazine*, *Southwest Art Magazine*, and *Watercolor Artist Magazine*.

Brienne's passion is watercolor and plein air painting. She has won several top awards in many plein air competitions. "I find beauty in everyday life, the so called 'mundane'. Ordinary people going about their everyday lives inspire me. I especially enjoy painting en plein air, where each painting reminds me of where I was, of the experiences I had, the sounds, smells, and the people I met. As I try and capture the essence of a scene, my paintings are always more about a moment in time than about a particular location. I enjoy sharing how I see the world."

**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. 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.

### **Members may submit two (2) paintings**

**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,

**Mail Your Payment or Pay Online:** There is a non-refundable entry fee for 2 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**

**Tuesday October 15, 1-4 PM.** A schedule will be emailed to participating artists.

**Shipped paintings must arrive at the Kenan Center Gallery by Friday October 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 Kenan Center Gallery will charge 30% 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 Kenan Center 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 Kenan Center 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 Kenan Center 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 July 6, 2024. The last day for submitting through the website is Monday August 12, 2024. Mailed submissions must be postmarked no later than August 12, 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 [jiide55@gmail.com](mailto:jiide55@gmail.com) if you have any questions.

## **SUBMISSION FORM NFWS FALL 2024**

(Use only if mailing your images on a **USB thumb drive**; we are no longer able to accept CD's)  
Please label the image USB drive with your name and painting titles. Each IMAGE FILE on the USB thumb drive must be labeled with the painting title and unframed image size. Example: Sunset\_at\_Black\_Rock\_Canal\_18x22. Please do not include your 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.**

Title \_\_\_\_\_

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

Price \_\_\_\_\_

### **ENTRY B (second image on USB thumb drive)**

Title \_\_\_\_\_

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

Price \_\_\_\_\_

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 Fall 2024 Transparent Watercolor Exhibition.

**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 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 Kenan Center Gallery staff.**

**Labels MUST be filled out completely and attached to paintings prior to arriving at the Kenan Center Gallery at drop off.**

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 \_\_\_\_\_