



**Niagara Frontier Watercolor Society  
Spring 2025 Members' Watermedia Exhibition  
May 7 – May 30, 2025**

**Carnegie Art Center**  
240 Goundry Street  
North Tonawanda, NY 14120  
(716)694-4400

**Gallery Hours**  
Wednesdays & Thursdays 6-8 PM  
Fridays & Saturdays 12-4 PM

**Exhibition Calendar**

<p><b>Submission Deadline - Sunday March 2, 2025</b> Website will be ready to receive submissions on <b>Monday January 13, 2025</b>. Mailed USB THUMB DRIVE or emailed jpgs must be received by the deadline. <b><i>Please note we are no longer able to accept CD's.</i></b></p>	<p><b>Demonstration by Carl Purcell –</b> <b><i>The third Thursday of the month (May 15, 2025)</i></b></p>
<p><b>Notification of Juror's Decision – March 15 -17, 2025</b> Emailed or mailed to all who submit paintings. (Include A Self-Addressed Stamped Envelope with Your Entry Fee if you submit by mail.)</p>	<p><b>Reception and Awards Ceremony:</b> <b>May 17, 2025, 12-2 PM</b></p>
<p><b>Drop off Dates for Hand Delivered Paintings Saturday May 3, 2025, 12-3 PM.</b> A drop off schedule will be sent to accepted artists. <b><u>Shipped paintings must arrive at the Carnegie Center by Wednesday, April 30, 2025)</u></b></p>	<p><b>Artists Pick Up Paintings – Saturday May 31, 2025, 12-3 PM.</b> A 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 one or two shows every year which are dedicated to transparent watercolor. We occasionally have a WATERMEDIA show. This year's Members' Watermedia Exhibition at the Carnegie Art Center provides another opportunity for our members, and soon to be members, who are working in transparent watercolor and experimenting with other watermedia to show us all what is possible and to broaden our appreciation of watermedia.

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

**Exhibition Juror, Carl Purcell**

Carl Purcell taught painting and drawing at Snow College in Utah for 30 years. He is currently retired from the college, but is a popular painting and drawing workshop instructor, having conducted workshops throughout the west, from Alaska to Arizona, and in Great Britain.

Carl is the author of the North Light publications, Painting with Your Artist's Brain (a watercolor book) and Drawing with Your Artist's Brain. In addition, his art has been featured in numerous articles published in The Artist's Magazine and in Splash I. He has been invited to jury exhibits in Colorado, New Mexico, Wyoming, Utah, Nevada, Michigan and California. Carl has achieved signature member status in the National Watercolor Society and was given honor member status in the Utah Watercolor Society for his contributions to watercolor in the state. He has won numerous awards, including a purchase award in the 2008 National Watercolor

Society's international exhibition. In 2009 Carl was chosen as one of the three judges panel for the National Watercolor Society Annual Exhibition. While his primary medium of choice is watercolor,

Carl also loves to work in oil and acrylic. Carl lives with his wife Nan in Manti, a small town in central Utah. His paintings reflect his love of nature, especially the rock canyon country of Utah.

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

### **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.

**Media:** Works submitted must be done in water-soluble media, i.e. watercolor, watercolor pencil, watercolor marker and crayon, water-based inks, acrylic, acrylic gesso, casein, gouache and egg tempera, on natural or synthetic paper, including yupo, tyvek and rice paper, watercolor ground, paperboard, gessoboard, aquaboard/clayboard, or watercolor canvas. Work on canvas must either be watercolor canvas or canvas treated with watercolor ground. No oils or water-soluble oils, collage, pastels, or computer-generated work is allowed.

**Members 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.
- **Glazing:** All paintings must glazed with either Plexiglas/acrylic sheeting or glass (see below) be varnished with an acrylic polymer (sprayed or brushed) or cold wax. No resin-coated glazes are currently accepted. Paintings must be either framed or mounted on 1-1/2 or greater gallery-style cradleboard with finished edges. 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 Accepted Paintings:** Shipping and hand delivery instructions will be sent with notification of acceptance.

**Accepted artists will receive a drop off schedule prior to the drop off date.**

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

### **Sales: PLEASE NOTE THE 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. 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. **The Carnegie Art Center will take 30% of the sale price** if a painting is sold.

**Return of Paintings:** No paintings will be released before the end of the show. Shipped paintings will be returned as soon as possible after the close of the show.

**Liability and Agreement:** The Carnegie Art Center shall be responsible for the safekeeping of all artworks while in its custody. The Carnegie Art Center will be strictly liable to the Niagara Frontier Watercolor Society and participating members for loss or damage, except for damage resulting from flaws inherent in the art works, to the full amount the artist would have received from The Carnegie Art Center had the artwork been sold. 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 this prospectus. 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(s) submitted complies 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 13, 2025. The last day for submitting through the website is Sunday, March 2, 2025. Mailed submissions must be sent early enough to be received by the deadline.**

**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 want it to read in the Exhibition Catalogue, 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 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 thumb drive, 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 non-refundable Submission Fee of \$30 for 1 or 2 paintings, can be paid online 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, to the address included in this section. Make checks payable to: **NIAGARA FRONTIER WATERCOLOR SOCIETY**. Send payment, your Entry Form, and USB thumb drive if you choose to enter by mail to:

**Barbara Billittier, 6 Hemlock Ln, Lancaster, New York 14086** If emailing your images, mail payment and entry form, and email jpgs to [bjbollott@gmail.com](mailto:bjbollott@gmail.com) . 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 on 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:**

If you have any questions, please contact Barbara Billittier at (716-310-6395) or [bjbollott@gmail.com](mailto:bjbollott@gmail.com) or Janet Ide at 716-632-7528 or [jlide55@gmail.com](mailto:jlide55@gmail.com).

## **SUBMISSION FORM NFWS SPRING 2025**

(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 Spring 2025 Members Watermedia Exhibition.**

**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 Carnegie Art Center staff.**

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

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 \_\_\_\_\_