National Weather Center Biennale Wins 2014 RedBud Award

NORMAN, OKLA. – The National Weather Center Biennale, presented in 2013 by the National Weather Center, the Fred Jones Jr. Museum of Art and the Norman Arts Council, was honored recently by the Oklahoma Travel Industry Association with the RedBud Award for Outstanding Temporary Exhibit.

Twenty-eight RedBud Awards, which represent the highest honor given in the Oklahoma tourism industry, were presented in 16 categories as part of the 2014 Oklahoma Conference on Tourism. All entries were evaluated by a slate of tourism professionals on specific criteria including customer service and experience, marketing effectiveness, media relations, variety of audiences reached, value and overall creativity.

The premiere National Weather Center Biennale was announced on Earth Day, April 22, 2012. The community collaboration was created to explore the theme of weather in art. An international call for entries yielded more than 700 artworks submitted by nearly 400 artists representing all 50 states and multiple countries. Initial judges narrowed the selection to 100 works that went on display for the public April 21, 2013. Approximately 5,800 guests visited the biennale during its six-week display.

Special guest judges representing the fields of meteorology, art museums and contemporary art selected top works in three mediums, as well as a Best of Show prize. Cash prizes totaling $25,000 were offered to the top winners, and an exhibition catalog was made available for public purchase.
“The National Weather Center is thrilled with the tremendous response to the inaugural art biennale,” said Berrien Moore, director of the National Weather Center. “For a new exhibition, the response is extraordinary.”

Stefanie Brickman of the Norman Convention and Visitors Bureau entered the National Weather Center Biennale in the 2014 competition and was present to accept the award on behalf of the three participating organizations.

Plans for the next biennale currently are underway, and a call for entries will be announced this summer. The second exhibition will open for public viewing on Earth Day, April 22, 2015, at the National Weather Center.

Additional information about the National Weather Center Biennale is available online at www.nwcbiennale.org.

###

**IMAGE CREDIT**

The National Weather Center Biennale, a collaboration between the University of Oklahoma and the Norman Arts Council, recently won a RedBud Award for Outstanding Temporary Exhibit by the Oklahoma Travel Industry Association. The 2013 exhibition was nominated by the Norman Convention and Visitors Bureau. From left are Dan Schemm, executive director of the NCVB; Erinn Gavaghan, executive director of the NAC; Berrien Moore, director of the National Weather Center; and Emily Neff, the Wylodean and Bill Saxon director of the Fred Jones Jr. Museum of Art.