



SouthWest Artists

Art of the Heartland

Calling for art that preserves and celebrates the beauty, traditions, resources, and people that made America great.

Prospectus

About SouthWest Artists, Inc. (SWA)

SWA was founded in 1945 at the end of World War II to bring beauty back into the lives of people in a war weary world. It is a 501(c)3 nonprofit organization. The Art of the Heartland juried competition and exhibition is dedicated to bring back pride in America after a long period of economic downturn and world turmoil. This competition is a project of SWA, and the exhibition will be hosted by its Mena Art Gallery in the heart of the Ouachita Mountains and National Forest, an area of 1.5 million acres providing endless plein air painting and photo opportunities.

Our goal is to assemble the finest display of representational paintings made in America that display the best of American Art. The focus in the jury process will be to select paintings with the highest quality in workmanship, color, value, composition, style and diversity of subject matter that depicts the best of America and its people. The selection jury will consist of three professional artists.

Eligible artist locations include all of the United States, Canada and their possessions, provinces and territories. Artists must be 18 years or older.

Awards are:

1st place, Best in Show: \$4,000

2nd place: \$2,000

3rd place: \$1,000

Award of Merit to an Arkansas Artist: \$1,000

We are working with our sponsors to add a variety of additional awards, including merchandise awards, purchase awards, and more. Updates will be posted on our website and Facebook page

as they are confirmed.

The awarding juror is the world renowned sporting artist, Andre Pater, considered by the international art community to be the greatest in the sporting art field since Alfred Munnings. Andre Pater is considered to be the heir to the artistic throne vacated when the revered Munnings died. As affirmation of that genius, the London exhibit sold out the over 30 paintings offered, to a huge, enthusiastic crowd in only 21 minutes. At a Sotheby's Sporting Art sale, an Andre Pater pastel set the record for a non-oil work by a living artist. A book signing is planned during the show for a newly published book of his work.

Liabilities and Responsibilities

SouthWest Artists, Inc. and/or the Mena Art Gallery will not be responsible for loss or damage of any art work, no matter what the cause. By submitting art work to this exhibition, each artist agrees to this statement. Art work is not insured by SWA / Mena Art Gallery during shipment and exhibition. Adequate insurance is the sole responsibility of the artist.

Specifications for paintings

All entries must be the original work of the artist created after May 1, 2013 and done without the supervision of an instructor or mechanical copy aides.

- . No replicas of any portion of another artist's published or copyrighted work may be included.
- . No photographs or over-painted photographs.
- . Image size must be no smaller than 7" X 10" or a maximum frame size of 36" in either direction.
- . Ready to hang with wire (no saw tooth hangers). Paintings requiring glazing must be under acrylic glazing (i.e. Plexiglas). ABSOLUTELY NO GLASS WILL BE ACCEPTED. (Pastels normally require a reversed beveled mat with a space to catch loose pigment and glass glazing, since Plexiglas can take on a static charge and attract pigment. However, no glass will be accepted and pastel artists must use acrylic glassing at their own risk.)
- . No abstract, collage, wax, digital images, any form of print or reproductions will be accepted.
- . Gallery wrap is acceptable, provided the painting extends and covers all four sides of the gallery wrap. Color borders are not acceptable.
- . All work must be for sale and reflect the artist's current pricing structure.

An artist who withdraws an entry after acceptance into the exhibition shall not be eligible to enter any SWA exhibition for the two succeeding years.

Acceptable work can include oil, water soluble oils, watercolor, casein, egg tempera, acrylic, watercolor pencil, colored pencil, and pastel.

Advisory

The SWA exhibition committee and/or the jurors reserve the right to eliminate any paintings that fail to comply with the listed criteria before the exhibition's opening. Artists may not substitute another work, change the sale price from what was shown on the entry form or withdraw accepted works before the close of the exhibition. SWA and the Mena Art Gallery reserve the right to refuse any work they deem unacceptable for their venue.

Only electronic submissions will be accepted; they must be made through the Call for Entries (CaFÉ) System. Dates for submission of entries are: April 1 – August 15, 2016. No printed photo or slide entries will be accepted. Digital Images should be a minimum of 1920 pixels at the smallest dimension. They can be a maximum of 5 MB in size.

To submit your electronic application and images, please go directly to the following: www.callforentry.org and search for “Art of the Heartland.”

The artist retains copyright to his/her image(s). However, accepted images will become part of SWA archives and may be used for this or future SWA event promotion.

Jurying Fees

The jurying fee for electronic entries is as follows: \$45 for first entry (includes prorated membership fee); \$20 for each additional entry.

Membership

If you are a member and have paid your 2016 membership dues, please contact us for a discount coupon code. More membership information may be found on our website:

<http://www.TheArtOfTheHeartland.com> and click on “About SWA.”

or the SWA website:

<http://SouthwestArtists.org>

Signature Membership status can be earned by member artists after they have been accepted into three SWA National Exhibitions or have won Awards in two SWA National Exhibitions. Signature Status can also be earned by artists who have won three or more awards in SWA Regional Exhibitions (i.e. Ouachita Expressions Show). To retain status, membership must remain current.

Workshops, Events, Etc.

For information on workshops, events, and other perks, go to www.TheArtoftheHeartland.com. Details will be posted there as they become available.

Sales Expenses

A 30% donation to SWA is expected for all paintings sold. Please take this into consideration when setting your price. All work that is submitted must be for sale. No NFS paintings.

Delivery and Return of Accepted Work

Artists pay for shipping and insurance both ways. We recommend artists make arrangements to insure their work for its full value. Paintings accepted by the jurors should be sent to arrive between September 1, 2016 and September 26, 2016 to the following:

SouthWest Artists, Inc.
c/o Mena Art Gallery
607 Mena Street
Mena, AR 71953

Paintings shipped to this exhibition MUST also include return shipping instructions and PREPAID return shipping labels so that unsold paintings can be returned at the end of the exhibition. No painting will be accepted without prepaid return label.

Delivery for Local Artists

Deliver uncrated paintings to the following:

Mena Art Gallery
607 Mena Street
Mena, AR 71953

between September 20 and September 24, 2016. Hand delivered work must be picked up between November 1 and November 2, 2016.

Notification of Results

Letters of acceptance and shipping instructions will be sent electronically through CaFÉ between August 24 and August 26, 2016 to artists whose work is accepted by the jurors. Artists may also go online to CaFÉ after August 20 to learn whether their work has been accepted. Accepted artists release SWA from all liability with respect to loss or damage to the artist's works of art. It is suggested that artists carry their own insurance within proper limits.

Submitting a work of art to this exhibition shall constitute an agreement on the part of the artist to comply fully with the conditions and terms set forth in this Prospectus. No fee refunds will be made on unaccepted entries. The results of the jurying will be final.

The Art of the Heartland and the Mena Art Gallery are divisions of SouthWest Artists, Inc.,
Mena, Arkansas.