

Prospectus

HIGHLIGHTS & DATES

This is a quick reference guide. Please read the extended prospectus below for more details of importance.

Show Dates: September 26 - October 27, 2018

Entry Fee: \$45

Entries Close – August 15

\$25 Additional Entries

Maximum size, including frame: 36 inches

\$Over 9,000 in cash awards, plus Awards of Merit

Delivery of Paintings: To be received in the gallery by September 20 and only received by UPS, Fedex or hand delivered. Shipped paintings must contain return labels with bar code.

Paintings to be returned or picked up October 30 – Nov. 3.

2018 Art of the Heartland Prospectus

Show Date: September 26 – October 27

About SouthWest Artists, Inc. (SWA)

SWA is a 501(C)3, nonprofit organization founded in 1945. The Art of the Heartland juried competition is a project of SWA. The competition is hosted by SWA's Mena Art Gallery, situated in the heart of the Ouachita Mountains and National Forest of 1.5 million acres, providing endless Plein Air painting and photo opportunities. A Plein Air Paint Out is always offered in conjunction with this show.

The focus in the jury process will be to select representational paintings with the highest quality and diversity of subject matter that depict the best of America, its landscape, lifestyle, animals and people. The selection jury will consist of three professional artists.

Eligibility - Eligible artist locations include all of the United States, or other countries, as long as the American focus is considered in the subject of the painting. Artists must be 18 years or older.

Judge - The awarding judge is a well known and respected member of the national art community.

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 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 recommended and the sole responsibility of the artist.

Specifications for paintings

- All entries must be the original work of the artist created after May 1, 2014 and done without the supervision of an instructor, mechanical copy aides, or computer programs.
- 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" ready to hang with wire (no saw tooth hangers). Paintings requiring glazing are preferred to be under acrylic glazing (i.e. Plexiglas). SWA assumes no responsibility for breakage or static damage.
- No abstract, collage, mosaic, wax, digital images, any form of print or reproductions will be accepted.
- Maximum size, including framing, should not exceed 36 inches in either direction. Gallery wrap is acceptable with preferred borders including the painting extending around the sides.
- 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 or fails to make entry payment after submission, shall not be eligible to enter any SWA exhibition for the two succeeding years.
- Acceptable work may include oil, water soluble oils, watercolor, casein, gouche, egg tempera, acrylic, watercolor pencil, graphite, ink or 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 that 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. No refund applies.

Only Electronic submissions will be accepted, they must be made through the Smarter Entry System. Dates for submission of entries are: June 15 – August 15, 2018. (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.

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 the first and \$25 for each additional entry. A code for members in good standing will be used for a \$20 member discount on your first entry.

Membership - Signature Membership status may 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 may also be earned by artists who have won three or more awards in SWA Regional Exhibitions (i.e. Small Works Show, Ouachita Expressions Show, SWA Photography Show). To retain status, membership must remain current.

Qualifying artists may request a Signature Membership application by calling the gallery or by email.

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 with Fed Ex or UPS only. We recommend artists make arrangements to insure their work for its full value. Accepted paintings should be sent to arrive by September 20, 2017 to the following:

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

Paintings shipped to this exhibition must include return shipping instructions and prepaid return shipping labels containing the carriers bar code so that unsold paintings can be returned at the end of the exhibition. No painting will be accepted without the proper, prepaid return label.

Delivery for Local Artists - Hand deliver uncrated paintings between September 11 and September 20, 2017 to the address above.

Hand delivered work must be picked up between November 1 and November 2, 2017. Paintings remaining after November 15 become the property of SWA.

Notification of Results - Letters of acceptance and shipping instructions will be sent electronically by SWA to artists whose work is accepted by the jurors. 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.

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The Art of the Heartland and the Mena Art Gallery are divisions of SouthWest Artists, Inc.,
607 Mena Street, Mena, Arkansas. Phone: 479-394-3880, Email:
email@menaartgallery.org