

2020 Art of the Heartland National Competition Prospectus

- Show Dates: September 5 - October 31, 2020
- Reception; September 5, 6 pm – onward in the gallery.
- Judge: Tim Tyler
- Entry Fee: \$45; \$25 Additional Entries
- Entries Close – July 15, 2020
- Maximum size - 36 inches including frame, any direction.
- Awards: Best in Show: \$4000
 - Arkansas Artist: \$1000
 - 1st Place: \$1000
 - 2nd Place: \$500
 - 3rd Place: \$250
 - 4 Awards of Merit: \$50 ea.
 - People's Choice: \$25
- Judging the AHL competition for 2020 is the renowned, international artist, TIM TYLER. To learn more about Tim, go here: <https://www.tctyler.com/page/11832/exhibitions-awards-shows-and-recognitions>
- Delivery of Paintings: To be received in the gallery by August 20 and only received by UPS, Fedex or hand delivered.
- Shipped paintings **must** contain return labels with bar code. Paintings without return labels will not be hung. Return shipping label must be obtained from FedEx or UPS and is created by the shipping agent. An example of how to create a return shipping label is: If using UPS you must open or have an existing account. Then go to their online site and select "Create a return." After completing all information, print the label, place it in an envelope, place the envelope inside your shipping container. DO NOT SCHEDULE A PICKUP. Charges for the return label will not be made until the driver picks up the parcel and the label is scanned.
- Paintings to be returned or picked up Nov 2 - Nov 9. Paintings left after 30 days will become the property of the gallery.

Please read the extended prospectus below for more details of importance.

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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., dba Mena Art Gallery. Mena is situated in the heart of the Ouachita Mountains and National Forest of 1.5 million acres, providing endless Plein Air painting and photo opportunities.

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.

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 TIM TYLER, 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, 2015 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 (not required) 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 should not exceed 36 inches in either direction including frame. Gallery wrap is acceptable with borders including the painting extending around the sides preferred. · 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 may include oil, water soluble oils, watercolor, casein, gouche, egg tempera, acrylic, watercolor pencil, graphite, ink or colored pencil, pastel or other mediums common to 2 dimensional art.

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. "The National Show Entry Jurors reserve the right to reject any painting that is inappropriate to our venue." No refund applies.

Only Electronic submissions will be accepted, they must be made through the Smarter Entry System at www.smarterentry.com/callsforentry/swa. Dates for entries are from now through – July 15, 2020. (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 4 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 to be submitted through www.smarterentry.com/swa

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 Ouachita Expressions Regional Exhibitions. 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 August 22, 2020 to the following:

SouthWest Artists, Inc.

**c/o Mena Art Gallery
607 Mena Street
Mena, AR 71953**

Paintings shipped to this exhibition must include a 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.

Hand Delivery - Uncrated paintings to be delivered between August 14 and August 26, 2020 to the address above. Hand delivered work must be picked up between November 3 and November 13, 2020. Paintings remaining after November 30 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. Artists with works not accepted will be notified in the same manner. These notifications should be expected by approximately July 25 or before. 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.

Questions or matters concerning this or upcoming national shows should be directed to one of the show chairmen listed below:

Chairman: Sandra Thomas - SKThomas1961@gmail.com

Co-Chairman: Linda Ostman - wildhareglass@aol.com

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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](mailto:email@menaartgallery.org)

Website: [www.menaartgallery.org](http://www.menaartgallery.org)