



## [2021 Art of the Heartland National Competition](#)

<b>Call for Entry opens</b>	<b>May 15, 2021</b>
<b>Call for Entry deadline</b>	<b>July 22, 2021</b>
<b>Accepted Artists notified</b>	<b>by July 28, 2021</b>
<b>Accepted work received</b>	<b>by Aug. 20, 2021</b>
<b>Show Dates</b>	<b>Sept. 1 to Oct. 29, 2021</b>
<b>Awards Reception</b>	<b>Sept. 04, 2021</b>
<b>Unsold work returned</b>	<b>Nov. 4, 2021</b>

Southwest Artists was founded at the end of World War II to help heal the wounds of war. Today we are still faced with challenges, but despite the current pandemic, our National competitions are continuing to flourish and sales of works have increased. The shows will go on in 2021 and will continue to be held at our Mena Arkansas Art Gallery. Located in the heart of the Ouachita Mountains and National Forest at the foot of Rich Mountain and the start of the Talimena National Scenic Byway, the area is a Plein Air painter's and photographer's paradise. Our goal remains to assemble paintings that represent the best of representative American Art and depict the things that make America great.

**Eligibility** All of the United States, Canada, their provinces and territories. Artists must be 18 years of age or older.

<b>Awards Best in Show:</b>	<b>\$4,000</b>
<b>1<sup>st</sup> Place:</b>	<b>\$1,100</b>
<b>2<sup>nd</sup> Place:</b>	<b>\$ 500</b>
<b>3<sup>rd</sup> Place:</b>	<b>\$ 300</b>
<b>Arkansas Artist</b>	<b>\$1,000 (special Van Wolf award to an Arkansas artist.)</b>
<b>People's Choice</b>	<b>\$ 100</b>

**Judge** - The awarding judge is Daniel Cassity OPA, SWA and professional, long-established 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 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 recommended and the sole responsibility of the artist.

### **Painting Specifications**

- All entries must be the original work of the artist created after May 1, 2016 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 or prints. No digital images or any form of print or reproductions will be accepted.
- Nude subjects must be conservative, in short, not revealing more than one might see in a bikini.
- **Image size must be no larger than 38" in any direction, including frame.** It must be wired and ready to hang (no saw tooth hangers.) It is recommended that paintings requiring glazing be under acrylic (i.e. Plexiglas), although glass is also accepted at the risk of the artist. SWA assumes no responsibility for breakage or static damage. Pastel artists should provide sufficient spacing between image and glazing to avoid static charge, using acrylic glazing at their own risk. Gallery wrap is acceptable.
- All work must be for sale and reflect the artist's current pricing structure.
- Acceptable work must be two dimensional only. Mediums are not restricted.

**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. The SWA Mena Art Gallery reserves the right to refuse any work they deem unacceptable for their venue. No refund applies.

Dates for submission of electronic entries are: May 15 to July 22, 2021. (No printed photo or slide entries will be accepted.) Digital Images should be a minimum of 1920 pixels at the smallest dimension. They may be a maximum of 5 MB in size.

To submit your electronic application and Images go to:

<https://www.smarterentry.com/CallsForEntry/SWA>.

It may be necessary to register with SmarterEntry.com if you are not a member. Registration is free of charge. 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 promotions.

**Entry Fees** - The fee for electronic entries is \$45 for the first entry and \$25 for each additional entry.

**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. It is the responsibility of the artist to make the request after qualifications have been met. Qualifying artists may request a Signature Membership application by calling the gallery or by email.

**Sales Expenses** – Artists will receive 70% of the sales price and SWA will retain 30%. Please take this into consideration when setting your price. All work 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 by Aug. 20, 2021 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 label containing the carrier's bar code so that unsold paintings can be returned at the end of the exhibition.** Carriers will reimburse for unused labels. No painting will be accepted without the proper, prepaid return label. Paintings from outside of the USA must be shipped Free Domicile.

**Delivery for Local Artists** - Deliver uncrated paintings to the Mena Art Gallery between Aug. 24 and 26. Please provide some means of protection for your art while awaiting hanging. Hand delivered work must be picked up between Oct 31 and Nov 6, 2021 unless other arrangements are made in advance. Due to limited storage space, paintings remaining after Nov 13 may become the property SWA.

**Notification of Acceptance** - Letters of acceptance and shipping instructions will be emailed to all artists whose work has been accepted. Artists whose work has not been accepted will also be notified by email. 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 jury will be final.

Mena Art Gallery: 479-394-3880, [email@menaartgallery.org](mailto:email@menaartgallery.org)

Questions may be addressed to:

Show Chair, Sandra Thomas at [skthomas1961@gmail.com](mailto:skthomas1961@gmail.com).