

# CALL FOR ENTRIES

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## Submissions Deadline:

Saturday, January 7, 2017

All entries must be submitted digitally at

[www.callforentry.org](http://www.callforentry.org)

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A copy of this exhibition prospectus and samples of artwork from previous El Corazón exhibitions can be found at [www.bathhousemedia.com/corazon.html](http://www.bathhousemedia.com/corazon.html)

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The Bath House Cultural Center and exhibition curator, Jose Vargas, invite visual artists to submit entries for the 23rd Annual **El Corazón** art exhibition.

Since 1993, Mr. Vargas has organized the El Corazón art exhibition in Dallas. This popular exhibition has become a beloved annual tradition at the Bath House Cultural Center. This passionate and eclectic exhibition features art that explores a variety of ideas, styles, and concepts inspired by the heart (El Corazón), an important and universal symbol in art.

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## ELIGIBILITY

Art in all media will be accepted. All concepts and subject matter will be accepted, but the image of the heart must be the most prominent element of the artwork. Only work completed in the last three years will be eligible. Artwork that has been on display in previous El Corazón exhibitions at the Bath House Cultural Center will not be reviewed.

All the artwork submitted and exhibited must be completely the applicant's original idea and creation. Art that infringes somebody else's intellectual property rights will be disqualified and removed from the exhibition.

## ACCEPTED MEDIA

All art should be ready for installation at the time of delivery. No artwork shall be removed from the exhibition before the closing date. Artists whose work requires the use of electronic equipment (DVD players, projectors, computers, etc.) must provide their own equipment.

## SUBMITTING ENTRIES

An entry fee is not required. The curator will review photographs of **completed artwork only** and will select pieces for the exhibition.

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[www.callforentry.org](http://www.callforentry.org)

Artist who do not have an account with **CaFÉ** ([www.callforentry.org](http://www.callforentry.org)) must create one prior to submitting entries. After logging in, artists will be able to submit entries by completing the following steps:

1. **Portfolio** - Upload photographs of the art that you are submitting by clicking the **MY PORTFOLIO** link. The images you upload will be available for you to include with your application.
2. **Apply to Call** - Select the **APPLY TO CALLS** link and enter the keywords **el corazon** to find our call and complete all the application requirements.
3. **Checkout** - Proceed to finalize and submit your entry.

Artists may submit a maximum of two works of art for the curator's consideration. The Bath House Cultural Center will not accept files submitted on CDs, removable memory sticks, or by e-mail.

## HELP USING CAFE

Make sure that you have completed all the CaFÉ steps, including the last step, **Check Out**, which must be completed even though we are not requesting an entry fee. You should receive a confirmation e-mail from CaFÉ indicating that your entries were submitted successfully. If you do not get an e-mail, log in to your account to see if there was a problem uploading your materials.

To view a list of **frequently asked questions** related to submitting entries or a **video tutorial**, visit CaFÉ's website at <https://www.callforentry.org/faq.phtml>

To download a "How to Use CaFÉ" guide, visit  
<http://www.bathhousemedia.com/docs/cafeinstructions.pdf>

## PHOTOGRAPHING YOUR ARTWORK

Make sure that your images are sharp and that the quality and size of your files is adequate.

**CaFÉ will not accept images that are smaller than 1920 pixels on the longest side.** To read more information about the type of files that are accepted by CaFÉ, please visit [https://www.callforentry.org/image\\_prep.phtml](https://www.callforentry.org/image_prep.phtml)

Unless your cell phone has a camera that takes high resolution images, we recommend that you use a regular camera to photograph your artwork.

You can also refer to the “[Tips For Photographing Your Artwork](#)” page at the end of this prospectus for more information.

## GALLERY AGREEMENT

The exhibition curator will make a final decision for the selection of entries for the show. The decision of the curator is final and indisputable.

Unless the gallery is notified in writing to the contrary, it is understood that the accepted artwork images can be reproduced for publicity and educational purposes connected with this exhibition and/or with future Bath House miscellaneous promotional materials.

Submission of entries constitutes agreement to the conditions set forth above and in the Gallery Policy for Exhibitions. <http://www.bathhousemedia.com/docs/exhibitionpolicy.pdf>  
Printed copies of the policy may also be obtained from the Bath House upon request.

## DELIVERY, LIABILITY AND INSURANCE

Any accepted artwork that is delivered after the scheduled date of delivery will not be included in the exhibition. All artwork should be either shipped (at the artist's expense) or hand-delivered to and from the Bath House. The Bath House Cultural Center will not be responsible for damage, loss or deterioration of any work while in transit. All reasonable care will be given to each work of art when received.

At its discretion, the City of Dallas Office of Cultural Affairs will provide insurance on most works of art. In some cases, the City of Dallas may refuse to insure certain pieces of art. In such cases, if the artist still chooses to include his/her artwork in the show, despite of the lack of insurance coverage, the artist will be asked to sign a waiver releasing the gallery from any liability. The Bath House will not be responsible for art that is damaged while in the custody of the center as a result of defective hanging or installation mechanisms provided/installed by the artists. As an added precaution, artists have the option to purchase coverage separately from their own insurance providers.

## EXHIBITION CALENDAR

### **Entries Deadline:**

Saturday, January 7, 2017 (midnight)

### **Selection notification:**

The list of selected artists will be posted on the Bath House Cultural Center's online News Center at <http://www.bathhousemedia.com>

The decision of the exhibition curator is final and undisputable.

The document will be available after 7 PM on **Saturday, January 14, 2017**. Artists are solely responsible for reviewing this list. The curator will not send notifications to each individual artist by phone, e-mail, or otherwise.

**Delivery of accepted artwork:** Sunday, January 29, 2017 (1-3 PM)

Late deliveries will not be accepted.

**Show dates:** February 4-March 4, 2017

**Reception:** Saturday, February 4, 2017 (7-9 PM)

**Artwork pickup:** Sunday, March 5, 2017 (11 AM-1 PM)

## SALES

Transactions for the purchase of artwork shall be directly between the purchaser and the artist or his/her official agent. Whenever a prospective buyer inquires about a work of art, the center staff will direct those inquiries to the artist. Please consider making a donation to the **Bath House Cultural Center Advisory Council** of 14% of the selling price of your work if someone buys your art during the exhibition.



For more information about this exhibition, please contact **Jose Vargas** at [jvargas898@earthlink.net](mailto:jvargas898@earthlink.net) or Visual Arts Coordinator, **Enrique Fernández Cervantes** at (214) 670-8723 or [enrique.fernandez@dallascityhall.com](mailto:enrique.fernandez@dallascityhall.com).



# Tips for Photographing Your Artwork



It might appear as though it is relatively easy for any artist to photograph his or her own artwork. However, if you don't have the photography and image editing skills, you may be putting yourself at a disadvantage when you submit artwork that has been poorly photographed to an art competition. There are many professional photographers who can offer their expertise in capturing your images in the best way possible. You may consider hiring a professional to photograph your art; but, if you wish to do the work yourself, make sure to read the following tips offered to you by the Bath House Cultural Center.

## 1. CAMERAS vs. MOBILE DEVICES

Although many modern smartphones and tablets are equipped with advanced cameras, we discourage artists from using this type of device to photograph their entries. Most digital cameras will take high-quality images if you use their maximum settings. Refer to your camera manual to learn how to select the largest file size and the finest picture quality possible. Submitting high-resolution images will ensure that the colors and details of your work will be viewed and reproduced well.

## 2. LIGHTING

**Artificial Lighting:** Choose a room where you can shine the light evenly on the artwork surface. Good lighting will produce colors and textures that are accurate. If you are using artificial light, set one light on each side of the artwork. The height of the bulbs should be the same as the height of the center of the art. The distance of the bulbs from the work of art should be the same on both sides. You must adjust the distance and angle of the bulbs depending on the artwork. It is not advisable to use on-camera flashes because they generally produce uneven results.

**Natural Lighting:** Photograph your art outdoors when it is cloudy or with an overcast sky. This type of natural indirect light will produce excellent results.

## 3. CAMERA SUPPORT AND ANGLE

For better results, use a tripod to hold the camera steadily. Set your artwork up so that you can take the picture from its centermost point. Your photographs will show signs of distortion if your camera is placed at an angle that is higher or lower than the center of the artwork.

## 4. BACKGROUNDS

Make sure that you use a background with a solid color that contrasts well with your art. Remove the art from its frame (if applicable) before you photograph it. Make sure not to include anything distracting in the background of your images. Your artwork should be the only thing included in the picture. Foreign objects appearing in the background make the evaluation of a work of art difficult.

## 5. PHOTOGRAPHING 3D ART

Photograph your 3D art by capturing the most interesting angles of the piece. Adjust the light as you move around or rotate the artwork. Most competitions will accept multiple photographs of 3D art that show a variety of views.

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This document provides very basic tips to help you photograph your work. It is definitely not intended to be a comprehensive photography guide to achieve professional-quality results. If you are interested in learning more techniques for photographing your artwork, make sure to refer to the many in-depth articles that are readily available for free on the Internet that are written by expert photographers.