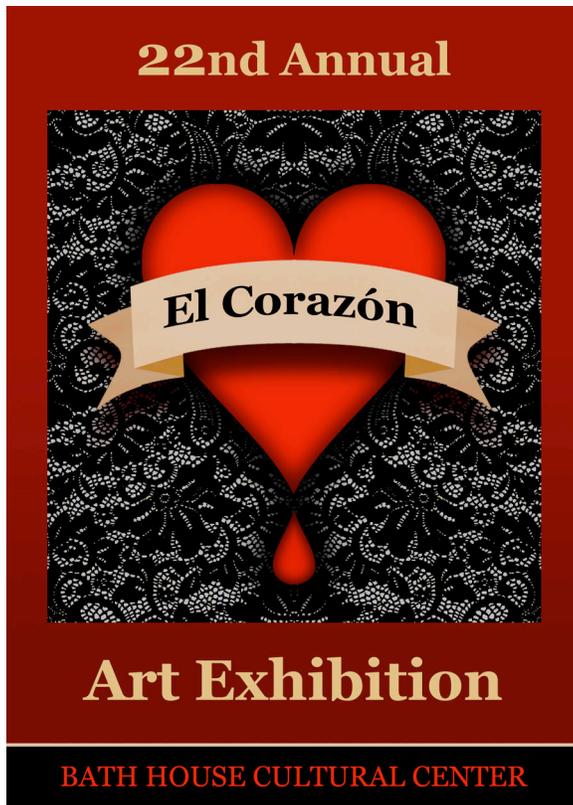


CALL FOR ENTRIES



Submissions Deadline:

Entries must be received by Tuesday,
January 5, 2016 (5 PM)

The Bath House Cultural Center and exhibition curator, Jose Vargas, invite visual artists to submit entries for the 22nd Annual **El Corazón** art exhibition.

Since 1993, Mr. Vargas has organized the El Corazón art exhibition in Dallas. This popular exhibition, which has become a beloved annual tradition at the Bath House, gives artists an opportunity to create various artistic interpretations of the human heart. This passionate and eclectic exhibition features a variety of ideas, styles, and concepts inspired by the heart (El Corazón), an important and universal symbol in art.

ELIGIBILITY

Art in all media will be accepted. All concepts and subject matter will be accepted, but the image of the heart must be a 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 will not be reviewed. 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.

Submission of entries constitutes agreement to the conditions set forth in this document and in the Bath House Cultural Center's *Policy for Exhibitions*.

Please visit <http://www.bathhousemedia.com/docs/exhibitionpolicy.html> to review policy). Printed copies of the policy may be obtained from the Bath House staff upon request.

ENTRIES

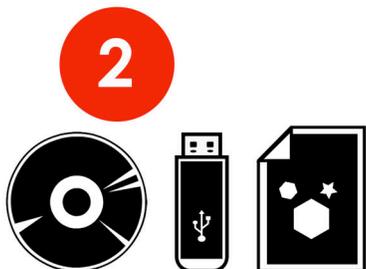
An entry fee is not required. The curator will review **photographs of completed artwork** and will select pieces for the exhibition. For the purposes of this call, we will refer to these photographs as “**Entries**.” The curator will not review original works of art during the jurying process.

Artists may submit up to two works of art for consideration. All the artwork submitted and exhibited at the Bath House Cultural Center 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.

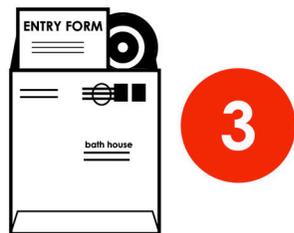
Submission Process



1. Photograph your completed artwork. In the case of three-dimensional artwork, you may photograph your pieces from different angles. You may photograph up to 2 works of art. Make sure that your images are clear and that the quality and size of your files is adequate. *Refer to the “**Tips For Photographing Your Artwork**” document at the end of this prospectus for more information.*



2. Save your images on a CD or a flash drive. Photographs can also be printed on paper. E-mailed photographs will not be accepted.
 - Please double check that your files are readable before submitting your materials.
 - When saving your files, make your name a part of the filename (for example: smith1.jpg, smith2.jpg, etc.)
 - Write your full name, phone number and e-mail address on your CD or memory drive, and packaging.



3. Fill out the **Entry Form** (page 4) and submit it along with your photographs by the entries deadline. Hand-delivered entries may be turned in Tuesday-Saturday from 12 to 6 PM. Please check our website, **www.bathhousecultural.com** for information regarding building closures during Thanksgiving and December Holidays. Please consider these holiday closures if you are planning to drop off your entries in person.



Mail/Hand-Deliver your CDs to:

**Bath House Cultural Center • 2016 El Corazón
521 E. Lawther Drive, Dallas, Texas 75218**

4. The list of selected artists and other instructions will be posted on the Bath House Cultural Center’s media page at **www.bathhousemedia.com** after 6 PM on **Saturday, January 9, 2016**. Artists are solely responsible for reviewing this list. Notifications will not be e-mailed to the artists. The decision of the exhibition curator is final and undisputable.

The Bath House Cultural Center will not return entry materials. 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 the 22nd Annual El Corazón exhibition and with future Bath House miscellaneous promotional materials.

EXHIBITION SCHEDULE

Deadline for submission:

Entries must be received by Tuesday, January 5, 2016 (5 PM)

List of selected artists posted online: Saturday, January 9, 2016 (after 6 PM)

Delivery of accepted artwork: Sunday, January 31, 2016 (1-3 PM)

Exhibition Dates: February 6-March 5, 2016

Reception with the artists: Saturday, February 6, 2016 - (7-9 PM)

Artwork pickup: Sunday, March 6, 2013 (11 AM-1 PM)

INSURANCE

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. Artists have the option to purchase their own insurance separately. While on exhibition, the artwork will be given all reasonable care. Shipping/delivery of artwork to and from the Bath House is the responsibility of the artist. The insurance coverage provided by the City of Dallas will not be in effect while the artwork is being shipped.

SALES

The Bath House Cultural Center Advisory Council requests a 14% commission on all art sold during the exhibition. Transactions for the purchase of artwork shall be directly between the purchaser and the artist or his/her official agent.

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

Copies of this prospectus can be downloaded at www.bathhousemedia.com

22nd Annual



Art Exhibition

BATH HOUSE CULTURAL CENTER

ENTRY FORM • 2016

Please provide the following information and submit this Entry Form together with your entries to the Bath House Cultural Center. Please write your name, phone number, and e-mail address on the CD, flash drive, or on the back of your prints for easy identification of your materials. Thank you.

Name of Artist:

Address:

Phone Number:

E-mail Address:

1. Title of Artwork:

Medium:

Size:

Value:

Filename (if images are saved on a CD or flash drive):

2. Title of Artwork:

Medium:

Size:

Value:

Filename (if images are saved on a CD or flash drive):

This certifies that artist has read and understood the BHCC Policy for Exhibitions. In signing this entry form, the artist consents to honor all sections of this exhibition prospectus and the BHCC Policy for Exhibitions.

Artist's Signature:

Date:

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.

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.