



Art of the Plains 2011

Over \$19,500.00 in Awards

**American Plains Artists Twenty-seventh Annual Juried Exhibit & Sale
New Mexico Farm & Ranch Heritage Museum
4100 Dripping Springs Rd – Las Cruces, New Mexico 88011
September 9 – October 30, 2011**

Awards Juror

Robert "Shoofly" Shufelt

New Mexican cowboy artist ROBERT "SHOOFLY" SHUFELT'S graphite drawings have become an important thread in the fabric of Western Art, earning world wide recognition. His work illuminates the bare bones of an artist's craft and portrays the physical evidence of his perception. They are celebrations of a dreamer who has allowed his dream to become reality with all its grit and honesty, yet he still finds the work endlessly interesting and satisfying. He has an artist's vision of cowboys as they can only be around another cowboy, unposed and unself-conscious. They are men who practice their vision of excellence in whatever they do, leaving it up to the rest of us to determine whether they're working or playing. These disciples of the "cowboy way" are Shoofly's top hands and his work is forever honored by their friendship.

His website is www.shooflyart.com

Artist's Statement: "At an age when many retire ... I'm enjoying a calm within. That catch-up-have-to-do scramble that bounced around in my subconscious for decades has subsided. Notions about achievement, reputation, goals and results have disappeared. The real milestones are less prepossessing and come to memory unannounced. The longer I work the more I understand my kinship and response to graphite. I have no intention to lay down my pencil, but aim to hold off Father Time long and hard. If I can keep my hand steady and find that little hole in the pencil sharpener.... I'm good!"

About APA and the Theme of the Exhibit

The **American Plains Artists** or APA was first organized in 1982 as a small group of artists who banded together to highlight through their art, the variety to be found in the vast region known as the American Plains. Today, the APA has expanded into a nonprofit organization with a membership consisting of both signature and associate members. The goals have remained the same, to educate the public through traditional and representational art works about the American Plains region including the landscape, wildlife, peoples and way of life in historical or modern times. Works submitted for the juried show must reflect this theme. Review the website www.americanplainsartists.com for more info.

Awards

Best of Show \$2,000.00

1st Place Award \$1,000.00 **2nd Place Award** \$750.00

3rd Place Award \$500.00

Clyde Heron Award (Awarded to the most accurately rendered artwork of an historical subject)
\$250.00

Plainsman Award (People's Choice) – \$250.00

Golden Spur Award (Artists' Choice) – \$250.00

Arrowhead Award (Museum Board Member's Choice) – \$250.00

Best Plains Life – \$200.00 **Best Plains Transportation** – \$200.00

These are two new awards to encourage diversity of subject matter in artwork.

These two awards will change yearly.

New Mexico Award – **The Point of My Pencil** written and autographed by Robert "Shoofly" Shufelt and a one-year subscription to *New Mexico Magazine*
Director's Award – One-year Gift Subscription to *Western Art & Architecture*

*****All of the awards above are given by the **American Plains Artists*******

Award of Excellence – a one-year subscription to *Western Art & Architecture* given by *Western Art & Architecture* – Ribbons presented by **American Plains Artists**

Publisher's Award of Excellence – Half Page Ad sponsored by
Art of the West \$1,780.00 value

Publisher's Award of Excellence – Artist's Focus Award sponsored by
Western Art Collector \$2,900.00 value

Publisher's Award of Excellence – Full Page Ad sponsored by
Southwest Art \$3,125.00 value

Publisher's Award of Excellence – Full Page Ad sponsored by
Western Art & Architecture \$4,950.00 value

Artist's Retreat Award – given by **Our Heritage Guest Ranch**,
Jean Norman, Owner, Crawford, NE \$600.00 value

Best Framing Award – given by **Larson-Juhl & Mark Nichols**,
Dallas, TX - \$150.00 Gift Certificate

Fine Print Award – given by **Fine Print Imaging**, Fort Collins, CO
\$150.00 Gift Certificate

There is the possibility of more awards becoming available.

Art Purchases

APA sales commission of 25% will apply

Jury Process via Digital Entries

Initial jurying will be from the submitted Digital Entries sent via email. To enter digitally, go to the Call for Entries Page on the APA website then click on the 2011 Digital Entry Form link. Submitted entries will be reviewed by a panel of APA Signature Members on the aesthetic and technical skills of the artist in depicting the theme of the Great Plains. Awards juror Robert "Shoofly" Shufelt, will choose works to receive awards after viewing the original works selected for inclusion in the exhibit.

Eligibility

Open to artists working in any traditional 2D or 3D fine art media in a realistic or representational manner reflecting the theme of the American Plains completed within the last three years, original work only and not previously shown with APA. No photography or computer generated art accepted. We have to have both the image size of the artwork itself and the outside dimensions of the frame. The maximum size for 2D work is 1564 square inches including the outside dimension of the frame. An example of that is a 24" x 36" artwork with a five inch frame. Sculpture would be of moderate size and not exceed 100 pounds. Artwork must represent the theme of the show. All works must be for sale, with a 25% commission collected on all sales.

Entry Procedure

Go to the 2011 Digital Entry Form on the Call for Entries Page on the APA website www.americanplainsartists.com

To e-mail your images and information.

No digital entries accepted after this date, June 4, 2011

Mail Entry Form and Fee to: American Plains Artists

c/o Marvin Stevenson, APA Treasurer,
40 Prestwick, Odessa, TX 79762

Note: Shipping information for accepted art will be to:

New Mexico Farm & Ranch Heritage Museum – ATTN: APA Show –
4100 Dripping Springs Rd – Las Cruces, NM 88011

Artwork should arrive beginning on July 25, 2011 and no later than July 29, 2011.

Art should be sent in sturdy reusable containers. **Do Not use Styrofoam peanuts of any kind**, bubblewrap is recommended. Accepted artists will pay \$15.00 to the NM Farm & Ranch Heritage Museum per crate/box for unboxing/uncrating and reboxing/recreating their artwork. It should be sent at the time the artists ship their work.

Shipping cost both to and from the Museum will be paid by the artists. The APA artists will be responsible for return shipping instructions and including a prepaid label from a shipping company, their arrangements with a specific shipper, or in the case of return shipping via USPS a check made out to the New Mexico Farm & Ranch Heritage Museum in the amount of the return shipping and a completed return shipping label.

2011 Calendar

1. **Deadline for digital entries: June 4, 2011**
2. **Acceptance Letters will be mailed on or before: July 2, 2011**
3. **Work should be shipped to arrive: July 25-29, 2011**
4. **Hand Delivery of Work to the Gallery: July 25-29, 2011, Artists are to make an appointment in advance with Holly Radke at New Mexico Farm & Ranch Heritage Museum at 575-522-4100 or holly.radke@state.nm.us**
5. **Deadline Arrival of All Artwork: July 29, 2011**
6. **Preview, Opening Reception, Announcement of Awards & Sale: Thursday, September 8, 6 – 8 PM**
7. **Show Open to the Public: Friday, September 9 - Sunday October 30, 2011**
8. **Unsold Hand Delivered Work must be picked up during the week of Oct. 31-Nov. 4, 2011, from 9AM – 5 PM. Artists are to make an appointment in advance with Holly Radke at the NM Farm & Ranch Heritage Museum at 575-522-4100 or holly.radke@state.nm.us**
9. **Return Shipping of Unsold Work: Oct. 31 – Nov. 18, 2011**
10. **Questions? View website FAQ at www.AmericanPlainsArtists.com or send an email to one of the following:**
Judy McElroy, APA Show Chairperson: jimcartist@yahoo.com
Marvin Stevenson, APA Treasurer: msartistintex@aol.com



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Please Print or Type:

Name: _____
Address: _____
City _____ State _____ Zip _____
Daytime Phone:(_____) _____ Evening Phone:(_____) _____
Email: _____ Website: _____

Digital Entries

Check List

1. Title: _____

___ Completed Entry Form

Medium: _____

___ \$55.00 Fee for 1-3 digital entries
(includes membership of \$30.00 and
\$25.00 entry fee) Payable to:

Outside Frame Dimensions: _____

American Plains Artists
c/o Marvin Stevenson APA Treasurer
40 Prestwick Odessa, TX 79762

Image Dimensions: _____

Price: _____

___ Include #10 SASE for notification
and membership card.

2. Title: _____

Medium: _____

Outside Frame Dimensions: _____

Image Dimensions: _____

Price: _____

3. Title: _____

Medium: _____

Outside Frame Dimensions: _____

Image Dimensions: _____

Price: _____

Non-Liability- The American Plains Artists, NM Farm & Ranch Heritage Museum, sponsors, agents or employees shall not be liable for loss or damage to any works of art entered. It is recommended you carry your own private insurance during transit of your art to and from the exhibit. The Museum will insure the works for loss or damage only after they arrive at the Museum, up until the time they leave the Museum for return to the artist. The Museum will not insure works during shipment, and is not responsible for any loss or damage that may occur in shipment. Any claims for damage, or other loss will be made with your shipping carrier by you, the artist. Participation shows that the entrant understands and accepts this clause and conditions as stated.

Signature: _____ Date: _____

