



SIXTEENTH ANNUAL NATIONAL PASTEL PAINTING EXHIBITION PROSPECTUS

November 2 - 25, 2007

Hispanic Arts Center

EXPO New Mexico (State Fairgrounds)

Albuquerque, New Mexico

You are invited to enter this prestigious show, held concurrently with other major events at Expo New Mexico, which attracts several thousand visitors.

Three distinguished artists will independently score entries to determine which paintings will be included in the exhibition. The judge makes award selections from the actual work. Awards will be announced at the gala opening reception.

JUDGE

Duane Wakeham

JURORS

Alan Flattman, Paula Lawson, Maggie Muchmore

For more information about the judge and jurors, go to the Pastel Society of New Mexico website,

www.pastelsnm.org

**Pastel Society of New Mexico
PO Box 3571, Albuquerque, NM 87190**

PASTEL SOCIETY OF NEW MEXICO 16TH ANNUAL NATIONAL PASTEL PAINTING EXHIBITION 2007 CALENDAR

Deadline: Receipt of Digital Entries
Friday, August 17

Acceptance and information packets mailed
Monday, September 19

Deadline: Shipped art arriving at Mail Bank
Friday, October 26

Hand-deliver art to Hispanic Arts Center
Monday, October 29
9 - 10:30 am

Workshop with Judge Duane Wakeham
November 2, 3, 4 — 9:30 am - 4:30 pm

Opening Reception & Awards Presentation
Friday, November 2, 5 - 8 pm

Exhibition open November 2 - 25
Wednesdays — Sundays
Hours TBA

Pickup of hand-delivered paintings
Sunday, November 25, 5 - 6 pm or
Monday, November 26, 9 - 11 am

WORKSHOP

In conjunction with the exhibition, Judge Duane Wakeham will conduct a three-day workshop from Nov. 2 - 4 in Albuquerque.

For information, contact Marilyn Drake
at 505-400-2571

or email: psnm.webmanager@gmail.com

GENERAL REQUIREMENTS:

Entry is open to all artists over the age of 18, without regard to geographic location.

- All work must be *at least* 80% soft pastel and must be original.
- All work must be for sale. PSNM will retain 30% of the sale price as a commission.

Non-eligible work includes: copies or reproductions, work older than two years, work which has previously won a national award, compositions from published sources or based on another artist's work, student work produced under supervision, and work previously accepted by a PSNM National Show. Source material must be available to PSNM upon request.

ENTRY FEES:

Fees are non-refundable.

PSNM members:

\$17 for 1; \$22 for 2; \$27 for 3 entries.

Nonmembers: \$32 for 1, 2, or 3 entries.

NOTE: Only PSNM members may accrue points toward signature membership.

JURY NOTIFICATION:

Results will be mailed Monday, Sept. 19, 2007.

AWARDS:

1st place - \$1250, 2nd place- \$1000, 3rd place- \$750 and 4th place- \$500

Plus numerous sponsor awards, expected to total more than \$10,000.

DELIVERY OF ACCEPTED WORK:

Enclosed with their letter of acceptance, artists will receive detailed information about framing, delivery, shipping and handling, painting identification labels, show announcement postcards, and information about inclusion in the exhibition catalog. Each exhibiting artist will receive a copy of the show catalog.

Hand-delivered work must be delivered to the Hispanic Arts Center at Expo New Mexico on

Monday, Oct. 29, between 9 and 10:30 am.

Shipped work must be sent to: PSNM National Show, c/o The Mail Bank, 1208 San Pedro Dr. NE, Albuquerque, NM 87110, and must be received between Oct. 22 and Oct. 26.

- Cost of shipping the painting(s), both to and from the show, is the responsibility of the artist.
- The Mail Bank charges a handling fee of \$30 per cardboard carton and \$45 per wooden crate, plus \$15 for each additional painting in the same box. This fee covers unpacking, inspecting, storage of packing materials, transporting to and from exhibit site, and repacking in original materials.

RETRIEVAL OF WORK:

All unsold hand-delivered paintings must be picked up by the artist, or a representative, at the Hispanic Arts Center on Sunday, Nov. 25, between 5 and 6 pm, or Monday, Nov. 26, between 9 and 11 am.

For shipping questions, contact Sheila Richmond at 505-856-0245 or email sdrieh111@comcast.net

AGREEMENT OF ENTRY & LIABILITY:

All reasonable care will be taken with paintings. However, neither PSNM, its officers or volunteers, Expo New Mexico employees, or employees of the shipping agent will be responsible for loss or damage. PSNM strongly recommends artists carry independent insurance.

- PSNM reserves the right to reproduce accepted artwork for publicity purposes.
- PSNM reserves the right to reject work deemed unsuitable for public viewing.
- All accepted work (no substitutes) must be delivered or shipped as specified in this prospectus.

If accepted work is not available for the exhibition, the artist must pay PSNM a 30% commission on the stated sales price. The artist will also be prohibited from exhibiting in PSNM shows for the next 13 months.

DIGITAL REQUIREMENTS:

Image size: 700 pixels on longest side

Resolution: 300 dpi

File Format: jpg (JPEG) - highest quality

File Name Protocol: 1st 4 letters of Last Name, 1st 4 letters of First Name, 1st 4 letters of Painting Title, Entry Letter (corresponding to entry form).

Example: Artist's Name: John Smith; Title: Winter; Entry A will be named: smitjohnwintA.jpg

Tips, Tricks & Instructions: If you do not have the proper camera or software, or the desire to shoot your own pictures digitally, there are commercial photographers who can shoot them for you. It is also possible to convert your slides into digital files. Please be sure, if you choose either of these options, all the entry criteria above are followed.

1. Use a digital camera of at least 3.0 or 4.0 megapixels with a good lens so you get a quality image. Set the camera's resolution to the highest setting, i.e. 3000 x 3000, or use 'RAW' if your camera has it. Shoot several photos of your paintings, "bracketing" the exposures if possible. Using a tripod and the automatic timer will help avoid any camera shake.

2. The camera's built-in flash is not recommended. You will get good results if you shoot outdoors in the shade, between 10:00 am and 2:00 pm.

3. Place painting so its surface is parallel to the camera lens. Be sure the image is square with the plane of the camera lens, so there is no distortion (edges not tilted or keystone). Use an easel, or attach the painting to a board or wall, to keep it in place.

4. Do not photograph paintings under glass. If shot without a mat, be sure to know where to crop the image to represent the painting as it will be when matted and/or framed.

5. Import the images into your computer.

6. Most cameras come with photo-editing software, but if yours cannot make the adjustments required

to create the correct file specifications, consider purchasing Adobe "Photoshop Elements".

7. Once you have opened your image in the photo-editing software, and before you do any adjustments, make a duplicate of the file by selecting "save as" and giving it a new name. This will preserve your original image, in case you have to use it again.

8. Working on your duplicate image, use your photo-editing software to rotate or straighten it if necessary. Use the 'cropping tool' to "crop" or "mask" the image. Only the painting should show, as it will once it is matted and/or framed. No mat or other extraneous matter should show.

9. Do not adjust the color, unless it is to make the image look more like the painting. Some software allows you to "white balance" the image to correct for poor lighting.

10. In the Image Size dialog box, reduce longest side of the image to 700 pixels. Since the dimensions are linked, this will automatically adjust the shorter side.

11. Save the image as a jpeg (.jpg) set to the maximum quality.

12. Rename the saved .jpg file. For example: a photo might come from your camera as IMG - 4924.JPG, then be duplicated and saved as IMG - 4924copy.JPG, but the file you submit *must* be renamed according to File Name Protocol.

SUBMISSION REQUIREMENTS:

• **Email Subject Line:** If someone else emails your entry, instruct them to use *Your Name/PSNM*.

• **Message Area:** Must have other required information (Entry A, B, C Titles to correspond with Entry Form) and attached (not embedded) jpgs.

• If you cannot email large files, burn your properly formatted images on a non-returnable CD and mail with your Entry Form and Fee Payment.

• Follow the rest of the rules in the prospectus about how to submit your entry.

FRAMING REQUIREMENTS:

Maximum frame dimension of 48 inches, in any direction. Accepted work must be sturdily framed and be ready to hang. Complete directions will be sent with acceptance notification.

ENTRY FORM INSTRUCTIONS:

- Complete ALL PARTS of Entry Form at right. Sign and date where indicated. (*Your signature constitutes acceptance of all conditions and terms in this prospectus.*) Unsigned entry forms will be disqualified.
- Detach Entry Form along dotted line.
- Keep a photocopy for your files.

ENTRY CHECKLIST:

- Entry Form - completely filled in and signed
- Check or Money Order payable to PSNM
- 6" x 9" self-addressed stamped envelope, with two first class stamps.
(*for jury notification and related materials*)
- Self-addressed stamped postcard (if you wish to be notified that your application has arrived)
- JPGS - properly photographed and labeled
- Email message - properly written, jpgs attached, **OR** CD (non-returnable) - with all jpgs

MAILING INSTRUCTIONS:

Send entries beginning June 1.
Friday, August 17 is deadline for receiving entries.
Mail to: Sarah Blumenschein
13631 Apache Plume Pl. NE
Albuquerque, NM 87111

Entries sent by Certified Mail, or requiring recipient's signature will not be accepted!

EMAIL INSTRUCTIONS:

Email address: sblumen@comcast.net
Subject line: *Your Name*/PSNM
Message area: List Entry A, B, C Titles to correspond with your Entry Form. Attach jpgs.

QUESTIONS ABOUT ENTRIES:

Contact Sarah Blumenschein at 505-823-2797
or email: sblumen@comcast.net

ENTRY FORM

Name _____
Address _____
City/State/Zip _____
Phone (h) _____ (w) _____
Email _____

Entry A Title _____

Image ____ x ____ Frame ____ x ____ Price _____

Entry B Title _____

Image ____ x ____ Frame ____ x ____ Price _____

Entry C Title _____

Image ____ x ____ Frame ____ x ____ Price _____

Painting(s) will be hand delivered shipped

PSNM member. (1 image \$17, 2 images \$22,
3 images \$27) Amount enclosed: \$ _____

I'm not a PSNM member. Amount enclosed: \$32

Make check or money order payable to PSNM.

Signature _____

Date _____

Detach here and send entire form

JURY NOTIFICATION FORM

Print your name and entry titles below:

Name _____

Entry A Title _____

Accepted Declined

Entry B Title _____

Accepted Declined

Entry C Title _____

Accepted Declined