



# NINETEENTH ANNUAL NATIONAL PASTEL PAINTING EXHIBITION PROSPECTUS

**November 5 - 28, 2010 • Tuesdays - Sundays**

Hispanic Arts Center • EXPO New Mexico • Albuquerque, New Mexico

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

## **JUDGE**

Clive Tyler

## **JURORS**

Patti André, Aaron Schuerr and Sally Strand

The three distinguished artists serving as jurors 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.

## **AWARDS:**

1st place - \$1500      3rd place - \$750  
2nd place - \$1000      4th place - \$500  
Plus numerous sponsor awards, expected to total more than \$10,000 in value.

## **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, collaborative work, and work previously accepted by a PSNM National Show. Source material must be available to PSNM upon request.

## **2010 CALENDAR**

**Deadline: Receipt of Digital Entries**  
Saturday, August 14

**Acceptance and Information Packets Sent**  
Tuesday, September 14

**Deadline: Shipped Art to Arrive at Peli, Inc.**  
Wednesday, October 27

**Hand-Deliver Art to Hispanic Arts Center**  
Friday, October 29, 9 - 10:30 am

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

**Pickup of Hand-Delivered Paintings**  
Sunday, November 28, 5 - 6 pm or  
Monday, November 29, 9 - 11 am

## **WORKSHOPS**

Judge Clive Tyler will teach two (2) three-day workshops in conjunction with the exhibition.

**Tuesday, Wednesday, Thursday**  
November 2, 3, 4 — 9:30 am - 4:30 pm  
Hispanic Arts Center • EXPO NM

**Saturday, Sunday, Monday**  
November 6, 7, 8 — 9:30 am - 4:30 pm  
The Artist Studio • Hoffmantown Shopping Center

For information, contact Marilyn Drake  
by email at: [psnm.nswkshop@gmail.com](mailto:psnm.nswkshop@gmail.com)

**Pastel Society of New Mexico, PO Box 3571, Albuquerque, NM 87190**  
[www.pastelsnm.org](http://www.pastelsnm.org)

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## AGREEMENT OF ENTRY & LIABILITY:

All reasonable care will be taken with paintings. However, neither PSNM, its officers or volunteers; Expo New Mexico and its employees; nor employees of the shipping agent will be responsible for loss or damage.

PSNM strongly recommends artists carry independent insurance. If you rely on shipper's or carrier's insurance, be certain you understand their policies.

- 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.

*(See page 3 of this Prospectus for complete details.)*

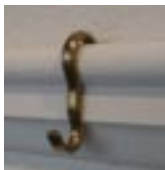
If accepted work is not available for the exhibition, the artist must pay PSNM a 30% commission on the stated sales price. The artist will also be prohibited from exhibiting in PSNM shows for the next 13 months.

## JURY NOTIFICATION:

Results will be sent via email by Tuesday, Sept. 14, 2010. Acceptance letter, along with painting identification labels and detailed information about framing, delivery, shipping and handling, will be sent as pdf documents for you to print and complete as necessary. Each exhibiting artist will receive a copy of the show catalog.

## FRAMING REQUIREMENTS:

- **Maximum frame dimension, in either direction, is 48".**
- Work **must** be sturdily framed and ready to hang, with strong screws and wire.
- Hanging wire **must** be affixed so that it peaks 3 1/2" below the top of the frame when under stress. *This is extremely important, because of the hanging system used at EXPO New Mexico. Failure to place your wire correctly may result in your painting(s) not being hung in the show.*
- No name plaques on the front of the frame or mat, and no signed mats.
- You may use glass or Plexiglas to cover your paintings. For shipped paintings, we recommend using Plexiglass for areas of 850 sq. in. or larger. *Some artists have been experimenting with varnish finishes that make a covering unnecessary, but we strongly discourage this for any shipped work.*



## DELIVERY OF ACCEPTED WORK:

**HAND-DELIVERED WORK** must be delivered to the Hispanic Arts Center at EXPO New Mexico on Friday, Oct. 29, between 9 and 10:30 am.

**SHIPPED WORK** must be sent to:

PSNM National Show  
c/o Peli, Inc.  
4812 Jefferson NE  
Albuquerque, NM 87109

*(See Shipping Instructions and Packing Requirements on page 3)*

For shipping questions, contact Teri Gall at: 505-565-5602 or email: [colores@cablone.net](mailto:colores@cablone.net)

## RETRIEVAL OF WORK:

Artist, or representative, **must** retrieve all unsold hand-delivered paintings from the Hispanic Arts Center on Sun, Nov 28, 5 - 6 pm OR Mon, Nov 29, 9 - 11 am.

## ENTRY FEES:

Fees are non-refundable and **must** arrive by Saturday, August 14, 2010. See below for Payment Options.

**PSNM members:** \$35 for up to 3 entries.

**Nonmembers:** \$40 for up to 3 entries.

**NOTE:** Only PSNM members may accrue points toward Signature membership.

## OPTIONS FOR ENTRY AND PAYMENT

**Both Entry Options require Digital Files be sent to Entry Director via email, or mailed on a non-returnable CD.**

1. Go to [www.pastelsnm.org](http://www.pastelsnm.org) or click here for [Online Entry Form](#). Payment can be made either with PayPal or by check.
2. Complete Entry Form found on page 4 of this Prospectus and follow Mail-In Instructions to send form, along with check (*payable to PSNM*) for correct entry fee, and optional postcard and/or 6" x 9" envelope if desired. If sending non-returnable CD of properly formatted images with file names matching those on Entry Form, please follow Mail-In Instructions on page 4.

## EMAIL SUBMISSION PROTOCOL:

- **Email address:** [morbon113@comcast.net](mailto:morbon113@comcast.net)
- **Subject Line:** *Your Name/PSNM* (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.

## DIGITAL REQUIREMENTS:

**Image size: 700 pixels on longest side**

**Resolution: 300 dpi** (*Necessary for reproducing paintings in full color show catalog.*) In Image Size dialog box, be sure resolution is 300 dpi, then reduce longest side of the image to 700 pixels. Since dimensions are linked, this will automatically adjust the shorter side.

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## 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

If you use a professional photographer, or have slides converted to digital files by someone other than yourself, please be sure all the entry criteria listed above are followed.

*NOTE: Any file received that is not the correct size, may be reformatted by PSNM for use in the slide show created for the jury process.*

## SHIPPING INSTRUCTIONS:

**Paintings *must* arrive at Peli, Inc. between Thursday, Oct. 21 and Wednesday, Oct. 27, 2010**

- Cost of shipping the painting(s) is the responsibility of the artist, both *to* and *from* show.
- **Peli charges:** \$45 handling fee per painting; \$20 for each additional painting in the same box. If a wooden crate is used, it is \$55 for the first painting plus \$20 for additional paintings in same crate. Fees cover receiving, storing, delivering, unpacking, picking up, re-packing and shipping the paintings, exclusive of shipping charges.
- **Storage rental fee:** Paintings arriving at Peli earlier than due date will be charged \$4.00 per day, up to the due date, payable by artist.
- **Replacement shipping container cost** is payable to Peli by artist for any box damaged in transit and deemed no longer usable.
- Return shipping information and Pre-Paid Return Label **must** accompany your work. Artists will be notified when painting(s) sell.
- Shipping arrangements for sold painting(s) are typically made between artist and buyer. Peli must be advised of how to proceed.
- Investigate insurance coverage options and your carrier's insurance policies. Each artist is encouraged to obtain their own insurance.

## PACKING REQUIREMENTS:

- **STURDY NEW BOXES ARE BEST!** (See replacement box cost above.)
- Box strength — Do not exceed maximum gross weight for box, found in the Box Maker's Certificate on box's bottom flap.
- Reused boxes must be rigid, undamaged, and all flaps intact

### Suggested Boxes —

- **StrongBox®.** Comes in multiple sizes, with custom foam inserts. Know length, width and depth of the framed piece to order correctly sized box. Heavy duty plastic-lined top and bottom prevent punctures. Artwork protected between thick, soft foam. Approved by most major air and ground carriers, including UPS and FedEx.  
Available from Air Float Systems: 1-800-445-2580 or [www.airfloatsys.com](http://www.airfloatsys.com)  
Masterpak: 1-800-922-5522 or [www.masterpak-usa.com](http://www.masterpak-usa.com)  
Uline: 1-800-958-5463, or [www.uline.com](http://www.uline.com) Called Deluxe Artwork Shipper, but it is essentially the same box

### PROVIDE INTERNAL PROTECTION!

- Cover the framed artwork with tissue paper to protect it from anything sticky on the other packing materials
- Wrap with bubble wrap, making sure to cover corners so they are well protected.
- Place additional bubble wrap on bottom, sides and top of painting to create a cushion. Foam padding cut to fit box can also be used to keep artwork from sliding around in box.
- Polystyrene peanuts, or similar packing materials, ARE NOT ACCEPTABLE.

### ENCLOSE REQUIRED DOCUMENTATION!

Items that **must** be included in shipping container:

- Completed Frame Repair Authorization Form, which you receive along with your Acceptance Letter
- Return Shipping Information
- Pre-Paid Return Label
- Artist's Bio, and
- Check (*payable to Peli*) for correct amount, based on the charges listed above

### SEAL CONTAINER SECURELY!

- Use the proper pressure sensitive plastic tape or nylon reinforced tape applied with 3 strips to both top and bottom of the box. DO NOT USE masking tape, cellophane tape, duct tape or string.

### LABEL PROPERLY!

- Do not place the label over a seam or closure or on top of sealing tape
- Remove or cross out labels/markings if reusing a box
- Always include Sender's and Recipients's Name, Phone Number, Full street address with postal code.

*NOTE: [Click here](#) to read the excellent article about shipping artwork by PSNM Signature Member Michael Chesley Johnson which appeared in *The Artist's Magazine*.*

# NINETEENTH ANNUAL NATIONAL PASTEL PAINTING EXHIBITION MAIL-IN ENTRY FORM INSTRUCTIONS

**Only for those paying by check, or those not completing Online Entry Form.**

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

## MAIL-IN ENTRY CHECKLIST:

- Entry Form - completely filled in, signed and dated
- Entry Fee Check *(payable to PSNM)*
- Email message** - properly written, jpg files attached  
*(see page 2 of this Prospectus)*

**OR**

- CD** *(non-returnable)* - with up to 3 jpg files

## OPTIONAL: FOR ALL ENTRANTS

- 6" x 9"** self-addressed stamped envelope, with **two (2)** first class stamps. *(for show postcards)*

— — — — — *Detach here, complete and send entire form with check payable to PSNM* — — — — —

- Self-addressed stamped postcard *(if you wish to be notified that your entry has arrived)*

## MAILING INSTRUCTIONS:

Send entries **beginning June 1.**

Saturday, August 14 is deadline for receiving entries.

Mail to: Peggy Orbon

13208 Desert Star Road NE

Albuquerque, NM 87111

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

## EMAIL INSTRUCTIONS:

Email address: morbon113@comcast.net

Subject line: *Your Name/PSNM*

Message area: List Entry A, B, C Titles to correspond with your Entry Form. **Attach** jpg images.

## QUESTIONS ABOUT ENTRIES:

Contact Peggy Orbon at 505-797-3329

or email: morbon113@comcast.net

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# MAIL-IN ENTRY FORM

Name \_\_\_\_\_

*Please Print all Information Clearly in Ink*

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_

Painting(s) will be  hand delivered  shipped

**PSNM member.** Amount enclosed: **\$35**

Email \_\_\_\_\_

**Not a PSNM member.** Amount enclosed: **\$40**

Signature \_\_\_\_\_ Date \_\_\_\_\_

Entry A Title \_\_\_\_\_ Image \_\_\_ h x \_\_\_ w Frame \_\_\_ h x \_\_\_ w Price \$ \_\_\_\_\_

Entry B Title \_\_\_\_\_ Image \_\_\_ h x \_\_\_ w Frame \_\_\_ h x \_\_\_ w Price \$ \_\_\_\_\_

Entry C Title \_\_\_\_\_ Image \_\_\_ h x \_\_\_ w Frame \_\_\_ h x \_\_\_ w Price \$ \_\_\_\_\_