



# TWENTIETH ANNUAL NATIONAL PASTEL PAINTING EXHIBITION PROSPECTUS

**November 4 - 27, 2011 • Tuesdays - Sundays**

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

**This year marks the 20th Anniversary of our prestigious pastel show,  
considered by many to be among the best in the country.**

**We invite you to be a part of this special show by entering your paintings.**

**The show is held concurrently with several other major events  
at EXPO New Mexico, which attract several thousand visitors.**

## **JUDGE**

**Desmond O'Hagan**

## **JURORS**

**Kim Casebeer, Liz Haywood-Sullivan and Kim Lordier**

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:**

Awards will be announced at the gala opening reception.

**1st place . . \$1500**

**2nd place . \$1000**

**3rd place. . . \$750**

**4th place . . . \$500**

There will also be numerous sponsor awards, expected to total more than \$10,000 in value.

## **WORKSHOP:**

Judge Desmond O'Hagan will teach a three-day workshop in conjunction with the exhibition.

**Tuesday, Wednesday, Thursday**

**November 1, 2, 3 — 9:30 am - 4:30 pm**

For information, contact Marilyn Drake

by email at: [psnm.nswkshop@gmail.com](mailto:psnm.nswkshop@gmail.com)

## **2011 CALENDAR**

**Deadline: Receipt of Digital Entries**

Monday, August 15

**Acceptance and Information Packets Sent**

Thursday, September 15

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

Wednesday, October 26

**Hand-Deliver Art to Hispanic Arts Center**

Friday, October 28, 9 - 10:30 am

**Opening Reception & Awards Presentation**

Friday, November 4, 5 - 8 pm

**Pickup of Hand-Delivered Paintings**

Sunday, November 27, 5 - 6 pm or

Monday, November 28, 9 - 11 am

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

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

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## 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.

## 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.

- Each exhibiting artist will receive a show catalog.
- 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 framed and 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.

## ENTRY FEES:

Fees are non-refundable and **must** arrive by Monday, August 15, 2011. *See below for Payment Options.*

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

**Non-Members:** \$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 the correct entry fee.

- 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.

## DIGITAL REQUIREMENTS:

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

**Resolution: 300 dpi**

*(Necessary for printing all paintings in the show in the full color 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.

**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.

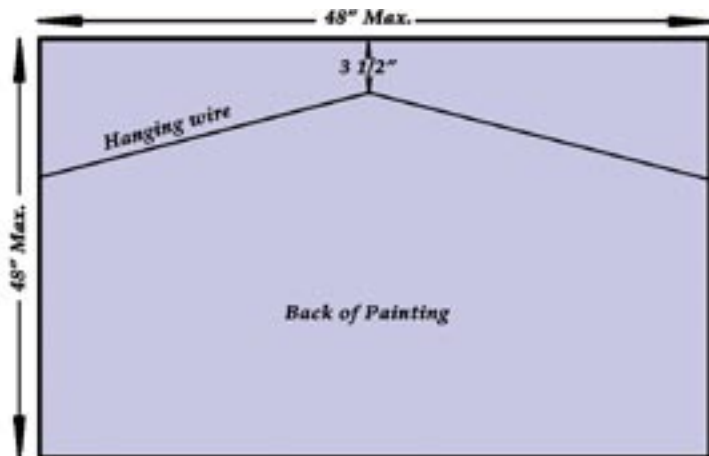
## EMAIL SUBMISSION PROTOCOL:

- **Email address:** `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.

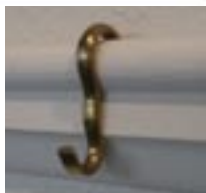
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## FRAMING REQUIREMENTS:

- **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.*

## JURY NOTIFICATION:

Results will be sent via email by Thursday, Sept. 15, 2011.

Acceptance message will include a pdf attachment to provide painting identification labels and forms, which you will need to print and complete as necessary, plus detailed instructions regarding framing, delivery, shipping and handling.

## RETRIEVAL OF PAINTINGS:

All unsold **HAND-DELIVERED** paintings **must** be retrieved from the Hispanic Arts Center by the Artist, or their representative, on Sunday, Nov. 27, 5 - 6 pm

**OR** Mon, Nov 28, 9 - 11 am

## DELIVERY OF ACCEPTED WORK:

**HAND-DELIVERED WORK** must be delivered to the Hispanic Arts Center at EXPO New Mexico on Friday, Oct. 28, 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

For shipping questions, contact Jeff Potter at: 505-897-8621, or email: [jpotter@unm.edu](mailto:jpotter@unm.edu)

## SHIPPING INSTRUCTIONS:

Paintings **must** arrive at Peli, Inc. between **Thursday, Oct. 20 and Wednesday, Oct. 26, 2011**

- Ship with a commercial carrier, such as UPS or FedEx. **DO NOT** ship with the United States Postal Service!
- 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 Oct. 20 will be charged \$4.00 per day, up to Oct. 20, 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 **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 should a painting not require return shipment.
- Investigate insurance coverage options and your carrier's insurance policies. Each artist is encouraged to obtain their own insurance.

# TWENTIETH 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

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

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

## 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 (\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_

Painting(s) will be  hand delivered  shipped

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

**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 \$ \_\_\_\_\_