

**el corazón**



**art exhibition**

curated by jose vargas • 2023

# CALL FOR ENTRIES

## 2023 El Corazón Art Exhibition

**Entries Deadline:**

**Saturday, January 7, 2023**

Applications close at midnight, Central Time

All entries must be submitted online at <https://dallasoac.awardsplatform.com>

Read the exhibition guidelines carefully before submitting your entries.

---

The Bath House Cultural Center and exhibition curator, Jose Vargas, invite Texas visual artists to submit entries for the 28th Annual **El Corazón** art exhibition.

### ABOUT THE EXHIBITION

Since 1993, Jose Vargas has curated the El Corazón art exhibition for the Bath House Cultural Center. This popular exhibition is a beloved annual tradition at the center that showcases 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.

### PREFERRED WORKS OF ART

The exhibition is an examination of the use of the image of the human heart in art. Although artists have the freedom to choose concepts, media, and styles that better fit their vision, and they can include a variety of images and elements in their works, the curator recommends that they focus prominently on the symbol of the heart. Look for samples of previous El Corazón shows online if you are curious about what types of art have been selected in the past.

### ELIGIBILITY

Although we have displayed El Corazón works by local, regional, national and international artists before, we will only review art by artists from Texas for our 2023 show.

Art in all media will be considered. All two-dimensional art must be properly wired and suitable for hanging. Three-dimensional art must be fully stable to stand on its own or be attached to a stable base that can sit securely on top of our pedestals. Artists whose work requires the use of electronic equipment (video players, projectors, audio devices, computers, etc.) must provide their own equipment.

There are no restrictions on the size of the artwork, but bear in mind that artists are responsible for the transportation of their works and their prompt removal after the show closes.

## SUBMITTING ENTRIES

An entry fee is not required. The curator will review photographs of completed artwork only and will select 50-55 pieces for the exhibition. Unfinished artwork will not be reviewed.

Artists may submit up to two works of art online for the curator's consideration. The Bath House Cultural Center will not accept files submitted on portable memory devices or by e-mail. 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.

**Only one image can be attached to an application on our submission portal. To turn in multiple entries, the artists must fill out one separate application for each submitted work of art.**

**All entries must be submitted online at <https://dallasoac.awardsplatform.com>**

By submitting your entries and participating in the exhibition, you agree to comply with all the guidelines of this show.

## PHOTOGRAPHING YOUR ARTWORK

Submit high resolution images. Unless your cell phone has a camera that takes high resolution images, we recommend that you use a regular camera to photograph your artwork. You can also refer to the "*Tips For Photographing Your Artwork*" page at the end of this prospectus for more information.

## GALLERY AGREEMENT

The exhibition curator will make a final decision for the selection of entries for the show. The decision of the curator is final and indisputable.

No artwork shall be removed from the exhibition before the closing date.

Permission to photograph and reproduce accepted entries for promotional and educational purposes is considered granted, unless otherwise indicated by the artist.

Submission of entries constitutes agreement to the conditions set forth above and in the Gallery Policy for Exhibitions. Download the policy using the link below:

<https://oca-media.s3.us-east-2.amazonaws.com/wp-content/uploads/sites/9/2021/07/exhibitionsolicy.pdf>

Printed copies of the policy may also be obtained from the Bath House upon request.

## SALES

The staff members of the Bath House Cultural Center are not allowed to accept payments from prospective art buyers, but they can collect contact information from them and provide it to the

artists. Transactions for the purchase of artwork shall be directly between the purchaser and the artist or his/her official agent.

The Friends of the Bath House Cultural Center, a not-for-profit organization that supports the center's visual and performing art programs, would gladly welcome a voluntary donation of 15% of the purchase value of all art sold during the exhibition.

## DELIVERY, LIABILITY AND INSURANCE

Any accepted artwork that is delivered after the scheduled date of delivery will not be included in the exhibition. Transportation of the art to and from the gallery will be the responsibility of the artist. The Bath House Cultural Center will not be responsible for damage, loss or deterioration of any work while in transit. All reasonable care will be given to each work of art when received.

At its discretion, the City of Dallas will provide insurance on most works of art. In some cases, the City of Dallas may refuse to insure certain pieces of art that pose risks to the public. The Bath House will not be responsible for art that is damaged while in the custody of the center as a result of defective hanging or installation mechanisms provided/installed by the artists. As an added precaution, artists have the option to purchase coverage separately from their own insurance providers.

## CALENDAR

**Exhibition Dates:**

February 4-March 4, 2023

**Entries Deadline:** Saturday, January 7, 2023 by midnight Central Time

**Notification:** The list of selected artists will be posted online at

<https://bathhouse.dallasculture.org/notifications/>

The notification will be posted on Saturday, January 14, 2023 at 6 PM.

Artists are solely responsible for reviewing the notification. The curator will not send acceptance notifications to the artists by phone, e-mail, or otherwise.

**In-Person Art Deliveries:** Sunday, January 29, 2023 (1-3 PM). Late deliveries will not be accepted.

**Art Shipments:** Works shipped to us must arrive between January 20-27, 2022.

**Reception:** Saturday, February 4, 2023 (6-8 PM)

**Art Pick Up:** Tuesday, March 7, 2023 (4-7 PM)

**Return of Shipped Artwork:** Artwork that comes from outside of Dallas will be shipped back to the artists on the week of March 14, 2023.

## QUESTIONS?

Please contact Enrique Fernández Cervantes at (214) 670-8723 or [enrique.fernandez@dallascityhall.com](mailto:enrique.fernandez@dallascityhall.com) or Jose Vargas at [jvargas898@earthlink.net](mailto:jvargas898@earthlink.net)

# 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 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.