



CALL FOR ENTRIES

Entries Deadline:

Monday, January 6, 2025

Applications close at midnight, Central Time

All entries must be submitted online at

<https://reviewstar.io/f/IOXoAo4Be6>

Read the exhibition guidelines carefully before submitting your entries.

The Bath House Cultural Center and exhibition curator and artist **Jose Vargas** invite artists to submit their artwork for consideration in the upcoming exhibition, El Corazón. We will celebrate the 30th anniversary of this annual exhibition in 2025, and we are seeking the participation of Texas artists who work across various media.

ABOUT THE EXHIBITION

El Corazón is an exhibition that focuses on the profound and universal symbolism of the human heart—a subject that has captivated artists throughout history as a representation of deep emotions and passions. This year's exhibition is especially significant, as it commemorates the **30th anniversary of El Corazón**. This milestone stands as a testament to the enduring popularity of the show and the incredible support it has received from artists and the community over three decades.

We invite you to explore this timeless theme through your unique perspective and artistic voice. By participating, you'll be contributing to a celebrated tradition that honors the diversity and richness of art in our community. This special anniversary exhibition will showcase a wide array of styles and techniques. We encourage you to submit your work and join us in this compelling exploration of the many facets of the human heart, helping to mark a memorable chapter in the history of El Corazón.

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 the concepts, media, and styles that better fit their vision and they can include a variety of imagery 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 2025 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.

There are no restrictions on the size of the artwork (as long as it can fit through our doors), 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 about 60 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.

Artists must fill out one separate application for each submitted work of art.

All entries must be submitted online at <https://reviewstar.io/f/IOXoAo4Be6>

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. You can refer to the *"Tips For Photographing Your Artwork"* page at the end of this prospectus for advice.

GALLERY AGREEMENT

The exhibition curator, Jose Vargas, will make a final decision for the selection of entries for the show. His decision 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/exhibitionspolicy.pdf>

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

SALES

As City of Dallas employees, the staff of the Bath House Cultural Center are not allowed to accept payments from prospective art buyers, but they may 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 1-March 8, 2025

Entries Deadline: Monday, January 6, 2025 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 11, 2025 at 6 PM.

Artists are responsible for visiting the link to review the notification. We will not send acceptance notifications to the artists.

In-Person Art Deliveries: Sunday, January 26, 2025 (2-4 PM). Late deliveries will not be accepted.

Art Shipments: Shipped works must arrive between January 11-24, 2025.

Reception: Saturday, February 1, 2025 (6-8 PM)

Art Pick Up: Tuesday, March 11, 2025 (2-7 PM)

Return of Shipped Artwork: Shipped works will be returned to the artists on the week of March 17, 2025.

QUESTIONS?

Please contact Enrique Fernández Cervantes at (214) 670-8723 or enrique.fernandez@dallascityhall.com



Bath House
CULTURAL CENTER

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.