



HEARTLAND ART CLUB

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CALL FOR GENERAL MEMBERS & SIGNATURE ARTIST PROSPECTUS

GENERAL MEMBERSHIP

Heartland Art Club encourages all artists and patrons who are committed to the creation and/or promotion of original, representational fine art and who want to support the Club's objectives to join us as general (non-juried) members. General Membership is conferred upon payment of annual dues (\$60 for regular members or \$30 for students).

All HAC members will receive the following: special pricing for entries to juried exhibits; discounts on merchandise (e.g., catalogues); discounts on workshops and classes; special offers from HAC partners; and additional benefits determined by membership level. Further information about these benefits can be found [on the HAC website](#).

SIGNATURE ARTIST MEMBERSHIP

Overview

Heartland Art Club welcomes applications for Signature Artist Membership by fine artists whose work aligns with the Club's goals. Artists awarded Signature status have bodies of work that exhibit a high level of skill in the artist's chosen medium/media and reflect the Club's mission to promote quality representational art.

Applications will undergo careful review by a **panel of 5 independent jurors**, comprised of accomplished representational artists, at least one of whom works in three-dimensional media. Jurors have undergone a thorough vetting process involving nomination by the

Heartland Art Club Artist Advisory Committee and confirmation by the Heartland Art Club Board of Directors. The composition of the jury panel will rotate annually.

Eligibility of Applicants

Any non-juried Member *in good standing* may submit the application for Signature Artist Membership. Please note that Founding Membership is a non-juried membership level, and any artists who joined at this level must complete the Signature Artist Membership application and undergo the same jurying process as General Artist Members.

If you have not already joined HAC as a General Member in 2019 (or as a Founding Member in 2018), you must ***first*** complete the General Membership process (including paying your annual dues) ***prior to submitting the application for Signature Artist Membership***. The sign-up form for General Membership can be found [on the HAC website](#).

Eligibility of Artwork

HAC will accept applications for Signature Membership through the [online application form on the HAC website](#). The application period will open June 1st, 2019 and will close at 11:59PM CT on October 13th, 2019. **Applications are welcome from *representational fine artists* creating 2D artwork in the traditional drawing, painting, and/or printmaking (must be original, hand-pulled/colored) media and 3D sculptures in the traditional casting, carving, and/or modeling techniques.**

Photography (including photogravure), computer-generated, or other digital art (including art that incorporates 3D printing) will **not** be considered. Entries **may not** be digitally edited, enhanced, or altered in any way, ***except as necessary*** to ensure the most accurate representation of the work in the digital image (e.g., minor color corrections or minimization of defects, such as glare, that improve the accuracy of, but do not otherwise enhance, the image). Collages, paper cutting, assemblage/found object works, and textile/fiber art are **not eligible**.

If you have any additional questions regarding permissible media or any other aspect of this policy, please contact us at art@heartlandartclub.org.

Application Process

Applicants will submit **10 samples** of their finest representational artwork for evaluation by the jury panel. **2D artists should only submit 1 image of each entry** – please do not submit detail views of 2D work. **3D artists should submit *at least 2 views for each artwork*** (maximum 3 views per entry). While we are not asking artists to date the artworks in their application, we respectfully request that artists submit images that are representative of the body of work that they are *actively producing*.

All images for review must be of entirely original artworks, from concept to creation, and created by a single artist (i.e., no collaborative works). Copies of works by other artists, as well as work completed under the supervision, or with the assistance, of an instructor, are **not eligible**.

Images must be **formatted according to the following specifications:** JPG/JPEG or PNG format; 72 DPI resolution; 2500 pixels maximum on longest side; please try to keep image sizes to around 2-3MB per image – **Note:** The total size for all images cannot exceed 25MB in order for form to be successfully processed. Please save your image files in the following format: **Full Name_Title_Medium_Size** – for example: **John Smith_Harmony_Oil_26x36**.

Applicants are expected to submit images that **accurately represent the actual artworks** and to ensure that the **presentation** of their images **adheres to professional standards** (i.e., straight, without glare, without frame or matting, etc.).

Please note that some parts of the application form are **optional**, while others are **mandatory**. All **required** fields (**indicated by ***) **must** be completed to ensure that your application is eligible for review.

Jurying Fee

There is a tax-deductible, flat-rate jury fee of \$100. Payment of this fee is required for your application to be considered “complete” and eligible to be juried. Please note that this jurying fee is **separate from, and in addition to,** the General Membership Dues.

Thus, if you have previously joined HAC as a Founding or General Member, you will need to pay an additional \$100 at this time. On the other hand, if you are *not* already a Member in good standing, you must *first* submit the General Membership form with your Annual Dues (\$60 for non-students) and subsequently submit your application for Signature Artist Membership with your jurying fee (\$100), for a total of \$160 (regular dues + jurying).

Applicants will be prompted to pay the jurying fee via PayPal immediately following submission of the online application form. If you are not prompted to pay the jurying fee upon submission of your application, please contact HAC at art@heartlandartclub.org with the subject line “HAC Jury Fee,” so that we may arrange payment and verify that we received your completed application materials.

Please note that **both** your completed application **and** jurying fee must be submitted prior to the deadline.

Timeline

Applications Open: June 1st, 2019

Application Deadline: 11:59PM CT on October 13th, 2019 (application and fee)

Jury Notification: On or around November 30th, 2019 (via e-mail)

Notes & Reminders

If you did not receive e-mail confirmations for both your application and jurying fee, please contact us at art@heartlandartclub.org. Otherwise, we respectfully ask that artists to do not call or e-mail to request application status updates.

Again, please note that if you are not an HAC Member in good standing, your application for Signature Artist Membership will not be considered. If you still need to join as a General Member, please sign-up and pay your dues [on the HAC website](#).

Questions & Contact

If you have any questions, please contact us by e-mail at art@heartlandartclub.org or by phone at (314) 690-3227.