



## CALL FOR ENTRIES

### THE EXHIBITION

The Bath House is celebrating its 30<sup>th</sup> anniversary as a cultural center this year! For all those years, the center's mission has been to foster the development and quality of multi-cultural arts within the city of Dallas through visual and performing art programs.

The Bath House building, however, has a much longer history that dates back to 1930, when the center was used primarily as a popular recreational spot for swimmers and nature lovers. The exhibition *From Sandy Beaches to Vibrant Arts: 30<sup>th</sup> Anniversary of the Bath House Cultural Center* will feature works of art that celebrate the history of the Bath House from its origins to our present time.

The exhibition will be showcased twice at the gallery of the Bath House. The first display will take place for a weekend only in late June during the event *Beach Party of the Century*, which is part of the White Rock Lake Centennial celebration programs. Artists will be asked to take their artwork home after the weekend and to bring it back in late August for its second showing, the official **Bath House Anniversary Exhibition**. Please see schedule for more details.

### ELIGIBILITY

Only art that has been created in the last two years will be accepted. Art in all media will qualify, with the following restrictions:

- Artists are responsible for providing electronic equipment such as computers, DVD players, and projectors if their work is a form of multi-media.
- Photography is accepted, but we are not interested in archival historical photographs of the Bath House.

Artwork must be ready for installation at the time of delivery. Local, regional, and national artists are

encouraged to submit entries. Artists from outside of Dallas should keep in mind that the shipping of artwork to and from the Bath House is their responsibility. For a copy of the Bath House's Policy for Exhibitions, please visit [http://www.dallaspublicart.info/downloads/bhcc\\_policy.pdf](http://www.dallaspublicart.info/downloads/bhcc_policy.pdf)

The Exhibition Curator and a Review Panel will review entries and select 30-40 works of art. Their decision to include or decline works of art is final and undisputable.

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### EXHIBITION SCHEDULE

Please read carefully. Selected artists must deliver and pick up their works twice.

**Wed. June 15, 2011 (5 PM)** – Deadline for entries. Mailed entries that are not delivered by the deadline will be disqualified.

**Tue. June 21 (4-7 PM)** – Delivery of artwork for Exhibition Preview

**Sat-Sun. June 25-26** – Exhibition Preview – As part of the event *Beach Party of the Century*.

A large number of people are expected at this event.

<http://www.whiterockdallas.org/calendar/event/2011/02/beach-party-century>

**Sat. July 2 (12-2 PM)** – Art pickup

**Tue. August 23 (4-7 PM)** – Bring back artwork for Anniversary Exhibition

**September 3-October 1** – Anniversary exhibition

**Sat. September 3 (7-9 PM)** – Reception

**Sun. October 2 (11 AM-1 PM)** – Art pickup

## What we are looking for:

We would like to feature works of art that depict life at or around the Bath House through its history (1930-2011). Since the Bath House remained unused for the time period between 1953 and 1980, we believe that most artists will be inclined to capture the time periods when the center was open to the public, either as a recreational or cultural destination.

You are free to select the time period of your preference and create a work of art inspired by the Bath House in that particular era. Although the themes and concepts of the show will vary from artist to artist, the Bath House building should be a prominent element of your artwork. There are many photographs of the building online that you can use as inspiration.

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Here are some historical facts that you may find useful as you create your artwork:

- Built in 1930 on what were then the rural shores of White Rock Lake, the “municipal bath house” was one of the first uses of Art Deco architecture in the southwest.
- The bath house provided lockers, changing rooms, rentable swimsuits, and concessions for the thousands of people who drove from all over North Texas to swim in the lake.
- The bath house remained a social and recreational hot spot for over two decades but was forced to close in 1953 due to drought and polio.
- A neighborhood group of dedicated art activists urged and supported the reopening of the bath house. In August of 1981, the citizens of Dallas celebrated the birth of the city’s First Neighborhood Cultural Center.
- Since 1981 the Bath House has presented a diversity of visual and performing art programs.

Again, there are multiple sources of information about White Rock Lake and the Bath House online that you may find helpful. Have fun researching the well known and the not-very-well-known history of the Bath House and create your work of art.

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## Submitting Entries:

Entries should be submitted as prints or JPEG digital photographs. Files can be saved on a CD or e-mailed to [Enrique@enriquefernandezcervantes.com](mailto:Enrique@enriquefernandezcervantes.com).

Mailed entries should be forwarded to:

**Bath House Cultural Center  
Anniversary Exhibition  
521 E. Lawther Drive Dallas, TX 75218**

Please call **214-670-8723** if you would like to hand-deliver your entries.

There is no entry fee. Up to 3 entries may be submitted per artist.

Please follow these guidelines to save your files on the CD:

- Label your CD with your full name, phone number and e-mail address
- File size can be between 500 KB and 2 MB.
- Provide us with information about the title, medium, and size of your entries.
- Artists are responsible for the clarity, scale, layout and overall quality of their image files.
- Unreadable disks or files will be disqualified.

The Bath House Cultural Center will not return entry materials. Unless noted otherwise by artist, it is understood that the Bath House Cultural Center is authorized to reproduce the images submitted by artists for marketing and educational purposes.

## Insurance:

The City of Dallas Office of Cultural Affairs provides insurance on most works of art. In some cases, the City of Dallas may refuse to insure certain pieces of art. Artists have the option to purchase their own insurance separately. While on exhibition, the artwork will be given all reasonable care. Shipping insurance is the responsibility of the artist.

## Sales:

The Bath House Cultural Center Advisory Council requests a 14% donation on all art sold during the exhibition. Transactions for the purchase of artwork shall be directly between the purchaser and the artist or his/her official agent.

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For more information about this exhibition, please contact Visual Arts Coordinator/Curator, Enrique Fernández Cervantes, at (214) 670-8723 or [enrique.fernandez@dallascityhall.com](mailto:enrique.fernandez@dallascityhall.com).