



HEARD MUSEUM GUILD
INDIAN FAIR & MARKET

October, 2019

Dear Artists:

Anna Flynn, Chair of the Heard Museum Guild Indian Fair & Market, in her application cover letter announced the exciting news that the **Best of Show award** has been increased from \$10,000 to **\$15,000**. It is again sponsored by Howard R. & Joy M. Berlin and Kristine & Leland W. Peterson who are joined by Martha Head. The list of awards and prizes is on the back of this page.

Now that you have been accepted into the 2020 Heard Museum Guild Indian Fair & Market, we hope you will enter Juried Competition. To enter the Competition, you must submit your artwork between 9:30 a.m. and 4:30 p.m. on Thursday, March 5.

There are three major changes to the Classifications and Divisions document: 1) the **addition of the Miniature Basket Division**, 2) the **elimination of the dimension restrictions for Pueblo Carvings Classification** and 3) the **regrouping of three of the Jewelry Divisions**.

I want to refresh your memory about three awards that were introduced last year:

1. **Conrad House Innovation Award:** The mission of the Heard Museum is to advance American Indian art. The Conrad House Innovation Award is given to a work of art that in both concept and quality-of- execution serves to advance an American Indian art form.

Winning art of Classifications I through IX Innovation Awards compete for this award. The Conrad House Innovation Award winner competes for Best of Show.

2. **Classification XI – Open Standards:** The winning work challenges and ultimately broadens the public's understanding of American Indian art. The work defies traditional classifications, and may even be difficult to understand, but leaves little doubt that an artist has successfully made American Indian art about the future.

Two years ago this classification was named Cutting-Edge. To qualify for this classification, you must complete a form detailing the specific standard that was not met and explain how your art meets the definition above. Entries into this classification will count toward the three entries allowed per artist into Juried Competition.

3. **Idyllwild Arts Imagination Award:** The winning work expresses the unique vision and imagination of the artist in addressing issues of importance to indigenous communities. The spectrum of the "imagination" includes concept and/or use of materials, and may defy traditional classification.

We are proud that Idyllwild Arts Foundation - Native American Arts Program & Festival is sponsoring the award. The winning art will be selected from among all the art that is entered into Juried Competition.

Guidelines (available now on the Guild website) and forms will be mailed to you along with your booth assignment in January. We look forward to your participation.

For questions about the above, email us at:

Pat Kilburn, Chair Juried Competition

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