



## CALL FOR ARTISTS

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**TEQUILA HERRADURA** will invite 70 artists to transform tequila barrels into unique artworks. Ten artists will be selected to represent each of the following cities: Atlanta, Austin, Chicago, Los Angeles, Miami, New York City, and San Francisco. The artists in each city will compete for the following prizes:

\$10,000 first prize

\$3,000 second prize

\$1,000 third prize

All other participating artists will receive a \$300 honorarium.

All 70 artists who complete a work of art in the competition will be provided a certificate to participate in a skills-building professional development workshop presented by Creative Capital.

Although the barrel must be used in the creation of the piece, we're open to and respect each artist's unique approach, and encourage creative transformations of the barrels. Certain size and weight restrictions will apply; these guidelines will be conveyed in detail to the artists accepted into the program.

A high visibility showcase event will be hosted in each city in order to display and celebrate the artists and their work. A panel of leading local arts professionals and tastemakers will select first, second and third prize winners from the pool of 10 artists in each city.

We have selected **CREATIVE CAPITAL** ([creative-capital.org](http://creative-capital.org)), an organization that supports adventurous artists nationwide, to be the charitable beneficiary of this program. As part of our commitment to individual artists, Herradura will donate \$70,000 to CREATIVE CAPITAL to underwrite the presentation of their acclaimed professional development workshops for artists in each city, further enriching these cultural communities.

**To submit, send an email by August 8, 2014 to:** [artist@kleisnerevents.com](mailto:artist@kleisnerevents.com)

Please include:

- name, address and phone number
- bio (150 words)
- imagery of your work or a link to your website

*You must be 21+ to participate.*

One barrel will be delivered to each accepted artist 6 weeks prior to their respective city's event date and completed works of art picked up prior to the event.

Please don't hesitate to contact me with any questions you may have.

Heather Kleisner  
ART and EVENT consultant  
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For more information on Tequilla Herradura please visit <http://herradura.com>  
To view the 2013 Herradura Barrel Art artist video click here <http://youtu.be/mmhY8Bn3lwY>

