



WANT TO SEE YOUR ARTWORK FEATURED ON A BOTTLE OF WINE?

The 34th Annual Messina Hof Texas Artist Wine Label Competition is the centerpiece for the 40th Annual Wine & Roses Festival on **Saturday, April 27**. This year we invite artists to depict the theme of "**SYMMETRY**." These additional words can help guide your creativity: balance, equilibrium, and harmony. Pulitzer Prize winning author, Edith Wharton, said "The desire for symmetry, for balance, for rhythm in form as well as in sound, is one of the most inveterate of human instincts." Symmetry is a balance, a harmonious presentation of nature. For us, symmetry in winemaking is starting the process with only the best Texas grapes to produce only the best wines. From beginning to end, balance must be maintained to consistently craft award-winning Texas wines.

The Artist Competition has been a part of Messina Hof's Wine & Roses Festival since 1986 and has continued to foster a connection between Texas art and winemaking for thirty-four years. The honor of winning the Artist Competition is decided by the wonderful people attending this long-standing festival. The winning artwork is then transformed into a wine label that will be showcased in Messina Hof's expansive and highly awarded wine portfolio. The name of the artist and artwork will be featured on the back of each bottle.

In partnership with the Arts Council of Brazos Valley, Messina Hof aims to support local Texas artists and give back to the arts community. Each entry fee is donated to the Arts Council to fund local programs that further young artists' passion and careers.

The Top Finalists are applicants chosen to submit physical artwork for the competition and will receive:

- An invitation to display and sell artwork at the Wine & Roses Festival on April 27, 2024, at the Messina Hof Estate Winery in Bryan, with a complimentary table. Over 1,000 people are expected to attend!
- A pair of tickets to attend our annual 2024 Harvest Festival in August.

The **1st place winner** will receive:

- \$1000
- Artwork displayed on select Messina Hof wine labels along with name of the artist and title of the piece.
- Artwork permanently displayed in the Messina Hof Gallery among previous winners.
- Personal invitation to our Harvest Grand Finale Dinner in August 2024 where the winning artwork will be officially presented to the public.

<https://www.messinahof.com/competition/>

- Social media recognition and online exposure on Messina Hof social media platforms.
- A certificate for a Private Tour & Tasting for 10 people at any of Messina Hof's four winery locations

The **2nd place winner** will receive:

- \$500
- Social media recognition and online exposure on Messina Hof social media platforms
- A certificate for a Private Tour & Tasting for 10 people at any of Messina Hof's four winery locations

The **3rd place winner** will receive:

- \$250
- Social media recognition and online exposure on Messina Hof social media platforms
- A certificate for a Private Tour & Tasting for 10 people at any of Messina Hof's four winery locations

CONTEST TIMELINE

Friday, March 29th: Digital artwork submission, application, and fees due online at CallForEntry.org

Friday, April 5th: Finalists notified along with invitation to participate in the Wine & Roses Festival

Friday, April 19th: Finalists framed physical artwork due by 5:00pm to the Messina Hof Estate in Bryan

Friday, April 26th: Artwork on display at the Spring Wine Release

Saturday, April 27th: Attendees of the Wine & Roses Festival will vote for their favorite artwork

Monday, May 10th: Competition results announced to the public

Friday, May 24th: Remaining artwork must be picked up by 5:00 pm

GUIDELINES

- The fee is \$25 for the first digital submission and \$20 for each additional digital submission. The fees are non-refundable and are **due by Friday, March 29, 2024** with the application and submission.
- Digital entries will be judged by a panel, which includes the owners and team members of Messina Hof and the Arts Council of Brazos Valley. **The judging is based on the following:**
 - **(1) Appropriateness of Materials, (2) Reducibility and Appropriateness for Intended Use on Label, (3) Appropriateness of Theme, (4) Workmanship, and (5) Overall Impression**
- Invitations for the Top Finalists to submit physical artwork for the competition will be shared **Friday, April 5, 2024**. The number of Top Finalists will be at the panel's discretion.
- For Top Finalists: final framed entries are due by **5:00pm on Friday, April 19, 2024**, to the Marketing Department at the Messina Hof Estate in Bryan, TX. If paintings are shipped, all expenses including insurance are the responsibility of the artist.
- Attendees of the 40th Annual Wine & Roses Festival on **Saturday, April 27**, will vote for their favorite artwork among the Top Finalists.
- The 1st place artwork, including the frame, title, and copyright will become the property of Messina Hof Wine Cellars, Inc. for use on future wine labels
- By completing this form and paying the submission fee, you (the artist) agree to be responsible for picking up your artwork by 5:00pm on Friday, May 24, 2024, at the Messina Hof Estate Winery in Bryan, TX, and for the shipping expenses to and from the Estate, including insurance and materials to return artwork if not picked up by the May 24th deadline. Liability of shipping the artwork remains solely with the artist, not Messina Hof.

REQUIREMENTS

- **Artists must reside in Texas and must be 21 years of age or older.**

<https://www.messinahof.com/competition/>

- Medium for final artwork is open to any 2D medium including but not limited to watercolor, oil, pastel, pencil, acrylic, collage, and multimedia.
- Subject of artwork must be visually big and bold and adhere to the theme of “**Symmetry.**”
- The initial digital submission must provide a clear indication of the final artwork. **No significant changes may be made to artwork following digital submission.** Any unapproved or significantly altered physical artwork will be disqualified.
- Entry **CANNOT** contain faces of people, nudity, weaponry, trademark symbols, words, flags, military or governmental insignia.
- The minimum size requirement for artwork is 6”x8” and the maximum size requirement is 18”x24”.
- **For finalists:** Physical artwork must be the original of the digital submission. No prints accepted. Physical artwork must be framed in a professional-looking, wooden frame with secure and proper hanging hardware. **Metal frames will not be accepted.**

TIPS FOR A SUCCESSFUL ENTRY

- The winning artwork will be reduced to fit on a Messina Hof wine label created by the Messina Hof marketing and design team. Cropping may occur. The suggested ratio is 3x2.
- High contrast is important. Printing a label-sized version of your artwork is suggested to get a visual of what it might look like upon completion.
- Check out Messina Hof’s wine portfolio for previous years Artist Competition winners showcased on award-winning Messina Hof wines - [Shop Messina Hof Wines](#)

APPLY NOW AT WWW.CALLFORENTRY.ORG

<https://www.messinahof.com/competition/>