



Presents:



Western Art Show/Auction, Plein Air Competition, and Chuckwagon Dinner Prospectus

October 17, 2026, New Mexico Farm and Ranch Heritage Museum

Benefiting the [Friends of the New Mexico Farm and Ranch Heritage Museum](#), **Art on the Range** is a premier fundraising event celebrating the spirit of the American West in Las Cruces. Featuring a juried Western art show, live plein air painting, and an authentic chuckwagon dinner, every ticket, sponsorship, and artwork purchased helps support the Friends' mission of enhancing and preserving the Museum for future generations. Experience the land, the legacy, and the artistry, all in one unforgettable event.

Calander of Events

Event	Date/Time
Art Submission Deadline	August 26, 2026
Artist Notification Date	September 9, 2026
Artwork Delivery Deadline	October 9, 2026
Plein Air Competition	October 17, 2026 8am - 4pm
Juried Western Art Gallery Opening	October 17, 2026 10am
Art on the Range Dinner, Plein Air Judging	October 17, 2026 6 - 10pm
Meet the Artists/Closing Reception	TBD

Friends of the New Mexico Farm and Ranch Heritage Museum is a 501(c)(3) organization that works in support of the New Mexico Farm and Ranch Heritage Museum in Las Cruces, New Mexico.

Juried Western Art Show and Auction Information

October 17; to continue for 30 days

Artist Eligibility & Exhibition Rules

Theme

Artwork submitted for consideration should reflect the landscapes, people, traditions, agriculture, ranching, wildlife, history, culture, or spirit of the American West.

Eligibility

- Open to artists of all ages and experience levels.
- All submitted artwork must be the original work of the artist.
- AI-generated artwork is not permitted.

Accepted Media

All artistic media will be considered, including but not limited to:

- Painting
- Drawing
- Photography
- Sculpture
- Fiber arts
- Woodworking
- Metalwork
- Mixed media

The jury reserves the right to determine whether submitted work is appropriate for exhibition.

Artwork Requirements

- All artwork submitted to the exhibition must be available for sale.
- Previously exhibited and previously awarded artwork may be submitted.
- Artists may submit an unlimited number of entries.
- Submission does not guarantee acceptance into the exhibition.

- The jury reserves the right to reject any work based on quality, theme, suitability, or available exhibition space.
- There are no size limits. However entries must be easily moved to allow event staff to display the piece properly.

Submission Process

- Entries must be submitted through the official online application.
- Artists must provide a photograph of each piece submitted.
- An entry fee of \$30 for each first piece, and \$15 for each subsequent piece.
- Entry fees are non-refundable.

Jury Process

- Artwork will be reviewed by a selection committee composed of Friends representatives and additional invited jurors.
- Selection will be based on artistic merit, interpretation of theme, and available exhibition space.
- Accepted artwork must substantially match the images submitted during the application process.

Accepted Artwork

- Artists are responsible for delivering accepted artwork to the museum by the published delivery deadline.
- Shipped artwork may be accepted if received by the designated deadline.
- All accepted artwork must remain on display for the duration of the exhibition.
- Substitution of accepted artwork is not permitted.
- Two-dimensional artwork must arrive professionally presented and ready for hanging. No bull dog hangers will be accepted.
- Three-dimensional work must be stable and suitable for public exhibition.
- Accepted artists/artworks will receive a detailed sheet including all drop off, shipping, and post event pick up instructions.
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Sales

- All artwork exhibited must be available for purchase.
- Accepted artwork will be exhibited for one month, during which time visitors may bid on pieces through a silent auction.
- Artwork sales will be managed by the Friends organization.
- Artists will establish the base sale price for each piece.
- A commission of 30% will be retained for each piece sold. Artist will receive 70% of the final purchase price over and above their asking price.
- Artists will receive payment for sold pieces within 30 days following the close of the exhibition.
- Artists are required to submit Gross Receipts Tax.
- Unsold pieces must be picked up within 30 days.

Awards

Best of Show will be awarded a minimum of \$500 and additional cash and merchandise awards will be presented based on the number of entries.

Liability

The Friends organization and museum staff will exercise reasonable care in the handling and display of artwork. However, artists participate at their own risk. Submission of artwork constitutes acceptance of all exhibition rules and release of liability except in cases of gross negligence or intentional misconduct.

Exhibition Timeline

Selected artwork will remain on display following the event for at least 30 days. Final exhibition dates will be announced prior to artist acceptance.

How to enter: [Registration Link](https://form.jotform.com/261764546029059) - <https://form.jotform.com/261764546029059>

Plein Air Painting Competition Information

Official Rules & Artist Information

Event Date

October 17, 2026

Painting Times: 8am-4pm

Display, Judging, Silent Auction – 5pm-10pm

Overview

Artists are invited to participate in a plein air painting competition held on the museum grounds. Participants will spend the day creating original artwork inspired by the landscapes, history, agriculture, ranching traditions, and culture of the Southwest.

Completed artwork will be displayed during the evening, judged for awards, and offered for sale to the public via auction.

Eligibility

- Open to artists of all ages and experience levels.

Registration

- A registration fee of \$30 entitles the artist an unlimited number of surfaces to be stamped and an unlimited number of plein air paintings to be entered for judging, display, and auction.
- All painting surfaces must be presented for inspection and stamped by event staff prior to the start of painting.
- Only stamped surfaces are eligible for judging and exhibition.

Painting Surfaces

Artists may use any painting surface, including but not limited to:

- Canvas
- Panel
- Watercolor paper
- Pastel paper
- Wood panel
- Other suitable art surfaces

All surfaces must be blank at check-in. Primed or prepared surfaces are acceptable, but no visible artwork may be present prior to stamping. There are no size limitations or requirements.

Competition Rules

- Artwork must be created during official competition hours on October 17, 2026.
- Painting may begin at 8am
- No painting is allowed inside of buildings.
- All artwork must be completed and submitted by 4pm.
- Artists may work on as many stamped surfaces as they wish.
- Each completed stamped piece is eligible for judging.
- Artwork should be inspired by the museum grounds, working ranch, agricultural heritage, western traditions, or the broader spirit of the Southwest.
- Artists may use day of reference photographs and personal artistic interpretation as part of their creative process.
- Artwork may not be started prior to check-in.

Accepted Media

All traditional art media are welcome, including:

- Oil
- Acrylic
- Watercolor
- Gouache
- Pastel

- Ink
- Pencil
- Charcoal
- Mixed Media

Photography and AI-generated artwork are not eligible for the competition.

Display Requirements

- Entries must be neatly presented for tabletop display.
- Frames are not required, although recommended.
- It is suggested, although not required, that artists bring table easels.
- We also recommend to protect paintings on paper with varnish, acetate sleeves, frames with glass or plexiglass, or some other manner.

Judging & Awards

- All completed stamped entries submitted by the deadline will be eligible for judging.
- Award categories will be announced prior to the event.
- The Plein Air Best of Show painting will receive \$200; additional awards will be presented based on the number of participants.
- Awards and placements will be announced during the Chuckwagon Fundraiser Dinner.

Artwork Sales

- All competition entries must be available for sale.
- Artwork will be exhibited until 9:30 pm, during which time visitors may bid on pieces through a silent auction.
- Artists will establish the base sale price of their artwork.
- Artwork sales will be managed by the Friends organization.
- A commission of 30% will be retained from each sale.
- Unsold artwork may be taken home by the artist at the conclusion of the event or will be available to pick up during Friends office hours after for 2 weeks after.
- Artists will be paid for sold pieces within 30 days of the event.
- Artists are responsible for Gross Receipts Tax

Liability & Image Use

- Artists are responsible for providing their own supplies and equipment.
- The Friends organization and museum staff will exercise reasonable care but assume no responsibility for loss, theft, or damage to artwork or personal property.
- By participating, artists grant permission for photographs of their artwork and participation to be used in future promotional and marketing materials related to the event and the Friends organization.

Weather

The competition will take place rain or shine unless canceled by event organizers.

How to enter in advance: [Registration Link](https://www.zeffy.com/en-US/ticketing/art-on-the-range-plein-air-competition) - <https://www.zeffy.com/en-US/ticketing/art-on-the-range-plein-air-competition>

Day of registration will take place in the lobby of the NM Farm and Ranch Museum

Contact

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