



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

The 35th Annual Messina Hof Texas Artist Wine Label Competition is the centerpiece for the 41st Annual Wine & Roses Festival on **Saturday, April 26**. This year we are inviting artists to depict the theme of "**MODERN RENAISSANCE**." These additional words can help guide your creativity: avant-garde, rebirth, breakthrough, timeless, modern-day luxury, and innovation. To us, "Modern Renaissance" speaks to a desire for crafting innovation and beauty within a centuries-old industry. Messina Hof strives to honor its roots and heritage while creating space to grow and pioneer change. Winemaking is a balancing act of tried and true with bold and new.

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 over 35 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 the newly designed wine label.**

In partnership with the Arts Center 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 Center directly to fund local programs that further young artists' passion and careers.** Messina Hof does not handle these funds in any capacity.

**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 26, 2025, 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 2025 Harvest Festival in July and August.

The **1<sup>st</sup> place winner** will receive:

- \$1000 cash prize
- 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

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

- Personal invitation to our Harvest Grand Finale Dinner in August 2025 where the winning artwork will be officially presented to the public
- Social media recognition and online exposure on Messina Hof social media platforms
- A certificate for a Private Tasting for 10 people at any of Messina Hof's four winery locations

The **2<sup>nd</sup> place winner** will receive:

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

The **3<sup>rd</sup> place winner** will receive:

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

## CONTEST TIMELINE

**Friday, March 7th:** Digital artwork submission, application, and fees due online at CallForEntry.org

**Friday, March 28th:** Finalists notified along with invitation to participate in the Wine & Roses Festival

**Friday, April 11th:** Finalists framed physical artwork due by 5:00 PM to the Messina Hof Estate in Bryan, TX

**Friday, April 25th:** Artwork on display at the Spring Wine Release

**Saturday, April 26th:** Attendees of the Wine & Roses Festival will vote for their favorite artwork

**Monday, May 12th:** Competition results announced to the public

**Friday, May 30th:** 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 7, 2025**, with the application and submission. **Each entry fee is donated to the Arts Center directly to fund local programs that further young artists' passion and careers.** Messina Hof does not handle these funds in any capacity.
- Digital entries will be judged by a panel, which includes the owners and team members of Messina Hof and the Arts Center 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, March 28, 2025**. The number of Top Finalists will be at the panel's discretion.
- For Top Finalists: final framed entries are due by **5:00 PM on Friday, April 11, 2025**, 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 Annual Wine & Roses Festival on **Saturday, April 26**, will vote for their favorite artwork among the Top Finalists.
- The 1<sup>st</sup> place artwork, including the frame, title, and copyright will become the property of Messina Hof Wine Cellars, Inc. for use on future wine labels and for permanent public display in the Messina Hof Gallery.
- By completing this form and paying the submission fee, you (the artist) agree to be responsible for picking up your artwork no later than 5:00 PM on Friday, May 30, 2025, 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

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picked up by the May 30th 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.**
- Medium for final artwork is open to any 2D medium including but not limited to watercolor, oil, pastel, pencil, acrylic, collage, and multimedia.
- Digital photography will not be accepted.
- AI-generated submissions will not be accepted. All submissions must be the original artwork in its entirety of the artist.
- Subject of artwork must be visually big and bold and adhere to the theme of “**Modern Renaissance.**”
- 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 Messina Hof names or logos, faces of people, nudity, weaponry, trademark symbols, words, flags, military or governmental insignia.
- The minimum size requirement for artwork is 24”x24” and the maximum size requirement is 48”x48”.
- **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](http://WWW.CALLFORENTRY.ORG)

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