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**National Cowboy & Western Heritage Museum to hold  
52<sup>nd</sup> *Prix de West*<sup>®</sup> Invitational Art Exhibition & Sale on June 7-8**

*The highly anticipated annual art exhibition & sale brings some of the best artists and finest representations of the American West to The Cowboy each year.*

**OKLAHOMA CITY** – Since 1973, Western artists and art collectors have gathered at the National Cowboy & Western Heritage Museum for *Prix de West*, the nation's premier Western art exhibition and sale. The 52nd annual *Prix de West Invitational Art Exhibition & Sale* will be on exhibit and open to the public from May 31 to August 4, with the Art Sale Weekend held June 7-8, 2024.

"*Prix de West* is truly one of the most special events of the year," said Seth Spillman, Chief Marketing & Communications Officer at the National Cowboy & Western Heritage Museum. "This event not only celebrates the rich heritage of the American West but also showcases the remarkable talent of the artists who are able to capture its essence. We invite art enthusiasts to immerse themselves in this extraordinary collection, where each piece narrates a captivating story of the West."

*Prix de West* features works ranging from historical subject matter that reflects the early days of the West, to more contemporary and impressionistic artistic expressions. Landscapes, wildlife, and illustrative scenes are always highlighted in the exhibition. The highly anticipated annual exhibition and sale is the Museum's largest annual fundraiser, hosting a live auction and a fixed-price art sale that helps to fund Museum exhibitions and programming. In 2023, the Museum sold more than \$3,300,000 during the 51st *Prix de West*.

For the 52nd *Prix de West*, 90 artists are expected to attend, including new artists Tony Abeyta, Dan Friday, Abigail Gutting, Brett Allen Johnson, Jerry Jordan, Mary Whyte and Kim Wiggins. Art Sale Weekend will include artist seminars, workshops, a cocktail reception, a live auction and an awards dinner on Saturday, June 8.

George Carlson, a 40-year *Prix de West* artist, will join a rare group of Western masters when he receives the Lifetime Achievement Award this June. The *Prix de West* Lifetime Achievement Award is a rare honor reserved for those exceptional artists who've made a deep and lasting impact on Western art. To be considered for the *Prix de West* Lifetime Achievement Award, an artist's body of work must span decades, reflect creativity and sensitivity in subject matter and exhibit continuous innovation and excellence in

execution. Hence, only four artists have received the Lifetime Achievement Award in *Prix de West*'s 51-year history.

Artist T.D. Kelsey, who will return this year for his 11<sup>th</sup> *Prix de West*, was selected to design this year's commemorative bolo, available for purchase at Persimmon Hill Store. This time-honored tradition is a favorite among attendees who proudly wear the bolo throughout the weekend.

Also available for purchase each year is the show catalog which includes art featured in the show and artist biographies.

Returning once again this year are virtual viewing and proxy bidding options for those who are unable to attend *Prix de West* in person.

For more information on the 52nd annual *Prix de West Invitational Art Exhibition & Sale*, to make reservations, see a full schedule of events, or arrange to bid by proxy, visit [nationalcowboymuseum.org/prixdewest](http://nationalcowboymuseum.org/prixdewest).

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#### **About the National Cowboy & Western Heritage Museum**

The National Cowboy & Western Heritage Museum in Oklahoma City is America's premier institution of Western history, art and culture. Founded in 1955, the Museum collects, preserves and exhibits an internationally renowned collection of Western art and artifacts while sponsoring dynamic educational programs to stimulate interest in the enduring legacy of the American West. The Museum is located only six miles northeast of downtown Oklahoma City at 1700 Northeast 63<sup>rd</sup> Street. For more information, visit [nationalcowboymuseum.org](http://nationalcowboymuseum.org).