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**National Cowboy & Western Heritage Museum to hold 53rd *Prix de West*[®]
*Invitational Art Exhibition & Sale on June 20-21***

The premier annual Western art exhibition & sale brings the best artists and finest representations of the American West to The Cowboy each year

OKLAHOMA CITY, March 27, 2025 – 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 53rd annual *Prix de West Invitational Art Exhibition & Sale*, presented by Eskridge Lexus, will be on exhibit and open to the public from June 6 to August 3, with the Art Sale Weekend held June 20-21, 2025.

"*Prix de West* celebrates the rich artistic and cultural heritage of the American West," said Susan Roeder, Board Member and *Prix de West* Committee Chair at the National Cowboy & Western Heritage Museum. "This event showcases the remarkable talent of artists who capture the spirit of the people, the majestic landscapes and diverse wildlife of the West. We invite art enthusiasts to explore this extraordinary collection of paintings and sculptures."

For the 53rd *Prix de West*, 90 artists are expected to attend, including new artists Sean Michael Chavez, Tony Hochstetler, Denis Milhomme and Joshua Tobey.

The Art Sale Weekend will be held June 20-21 with a fixed-price art sale, art seminars, workshops, cocktail receptions and an awards dinner on Saturday, June 21.

Presenters that weekend include the 2024 [Purchase Award winner](#) Thomas Blackshear II as well as Greg Beecham, C. Michael Dudash, Daniel F. Gerhartz, Abigail Gutting, Gladys Roldán-de-Moras and Gabriela Gámez.

Returning once again this year are virtual-viewing and absentee proxy-bidding options for those who are unable to attend *Prix de West* in person. To learn more about proxy-bidding, visit <https://pdw.nationalcowboymuseum.org/proxy-service/>.

Artist Walter T. Matia, who will return this year for his 32nd *Prix de West*, was selected to design this year's commemorative bolo, a raven titled *Nevermore*. The bolo will be available for purchase at [Persimmon Hill](#), the store located in the Museum.

Also available for purchase each year is the [show catalog](#) which includes art featured in the show and artist biographies.

The *Prix de West Art Sale and Exhibition* is the Museum's largest annual fundraiser that supports the Museum's exhibitions and programming. In 2024, the Museum sold \$3.2 million during the 52nd *Prix de West*.

For more information on the 53rd 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.

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.

Recently, an economic impact study released by RegionTrack highlighted the substantial contributions the [National Cowboy & Western Heritage Museum](#) makes to the economies of Oklahoma City and the state of Oklahoma. Through [its capital investments, visitor attractions](#) and ongoing operations, the Museum is projected to generate a total economic impact of \$313 million to Oklahoma this decade. This includes \$170 million in direct economic benefits for Oklahoma through 2028, with an additional \$143 million from spillover effects, highlighting its extensive reach across various sectors of the economy.

This study underscores the Museum's role not only as a cultural landmark that preserves the history of the American West but also as a crucial economic driver for both the city and the state. For more information, visit nationalcowboymuseum.org.