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***Prix de West* at The National Cowboy & Western Heritage Museum Generates More Than \$3.2 Million in Sales During Weekend**

James Morgan Wins Prestigious Purchase Award for “White on White”

[OKLAHOMA CITY, June 24, 2025] – The National Cowboy & Western Heritage Museum hosted the 53rd *Prix de West Invitational Art Exhibition & Sale* June 20 - 21, generating more than \$3.2 million in art sales during the weekend event. Presented by Eskridge Lexus of Oklahoma City, the *Prix de West* is the Museum’s largest annual fundraiser, supporting exhibitions and educational programming.

Each year, the *Prix de West* committee selects one exceptional work to purchase for the Museum’s permanent collection. This year’s *Prix de West* Purchase Award was presented to Utah-based artist **James Morgan** for his 24 x 36 in. oil on linen painting *White on White*. Morgan received a \$5,000 award and the *Prix de West* medallion, sponsored by Roberta M. Eldridge Miller, in addition to the \$18,000 purchase price for the piece.

Morgan also received the **Robert Lougheed Memorial Award** for the best display of three or more works, as chosen by fellow *Prix de West* artists. His recognized collection includes:

- *White on White*
- *Capitol Reef National Park / Geology 101* (12 x 18 in., sold for \$4,500)
- *The Seed Store* (30 x 20 in., priced at \$14,500, available for purchase)
- *Dappled* (20 x 30 in., priced at \$14,500, available for purchase)

The \$3,000 Robert Lougheed Memorial Award is sponsored by Barbara and Roger Simons in memory of Faydra and George Simons, true Western enthusiasts.

A fixture at the *Prix de West Invitational Art Exhibition & Sale* for 34 years, Morgan is celebrated for his impressionistic wildlife and landscape paintings inspired by the canyons, marshes and mountains of his home state. In a heartfelt acceptance speech, the normally reticent artist said, “I

haven't talked this much in years," before paying tribute to his wife, Ruth. "Without her, I don't know where I'd be. Actually, I'd probably be a professional golfer... and I've never played golf in my life." Reflecting on the honor, he added, "This award is the high-water mark of my life, along with my two best creations — our sons, Cody and Andrew. I'm so proud to have my work hang in the hallowed *Prix de West* gallery just down the hall."

Other 2025 *Prix de West* award recipients include:

- **Jackie L. Coles Buyers' Choice Award:** Curt Walters received this award for *Thunderous Resound: Plateau Point* (50 x 60 in., oil on canvas painting), which sold for \$155,000. The \$3,000 award, sponsored by the estate of Jackie L. Coles, is presented to the most popular work of art as voted on by attending patrons.
- **Major General and Mrs. Don D. Pittman Wildlife Award:** Steve Kestrel received this award for *Over the Rainbow* (2.5 x 37 x 9 in., bronze sculpture), which sold for \$6,000. Additional castings are available for purchase. The \$3,000 award recognizes exceptional artistic merit for a wildlife painting or sculpture and is sponsored by the estate of the late Major General and Mrs. Don D. Pittman.
- **Donald Teague Memorial Award:** Joseph Bohler was honored for his 24 x 34 in. transparent watercolor painting *Ancient Story Tellers*, which sold for \$9,700. Sponsored by Scottsdale Art Auction, the \$3,000 award is presented for an exceptional work of art on paper, in memory of Western illustrator and watercolorist Donald Teague.
- **Frederic Remington Painting Award:** Huihan Liu received this award for *Eagle's Witness* (40 x 20 in., oil on linen painting), which sold for \$29,500. The \$3,000 award is given for exceptional artistic merit in a painting and is sponsored by Lenny and Linda Sadler in loving memory of J.D. and Betty Sadler and Russ and Dortha Sadler.
- **James Earle Fraser Sculpture Award:** John Coleman received this honor for *Victory! Plenty Coups* (9.75 x 5 x 3 ft., bronze sculpture), which is priced at \$198,000 and is available for purchase. The \$3,000 award recognizes outstanding artistic merit in sculpture and is sponsored by the Charlie Russell Riders in honor of longtime member Steve Rose.
- **Express Ranches Great American Cowboy Award:** Bruce R. Greene earned this award for *The Horseman's Loop* (23 x 8 x 8 in., bronze sculpture), which sold for \$8,500. Additional castings are available. The \$3,000 award celebrates the finest portrayal of cowboy subject matter and is sponsored by Robert A. Funk Sr. and Express Ranches.
- **Wilson Hurley Memorial Award for Landscape:** John Encinias received this award for *On a Winter's Day* (36 x 36 in., oil on linen), which sold for \$23,000. The \$3,000 award, sponsored by Rod Moore Financial, honors exceptional artistic merit in a landscape painting and is named for the late Western landscape artist Wilson Hurley.

All unsold art remains on exhibit and available for purchase through August 3, 2025. See available works on the online catalog: pdw.nationalcowboymuseum.org.

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Prix de West Sponsors

The 53rd annual *Prix de West Invitational Art Exhibition & Sale* was made possible by the Presenting Sponsor, Eskridge Lexus of Oklahoma City. The Supporting Sponsor is the Cresap Family Foundation. Associate Sponsors include American Fidelity Foundation; Southwestern Stationary & Bank Supplies, A Southwestern Group Company; and Oklahoma City Convention and Visitors Bureau. This event was also made possible through the valued support of many additional sponsors and Community Partners. We extend our sincere gratitude for their contributions.

About the 53rd annual Prix de West Invitational Art Exhibition & Sale

The National Cowboy & Western Heritage Museum has hosted *Prix de West* since 1973. The 53rd annual *Prix de West Invitational Art Exhibition & Sale* showcased nearly 300 original works by the finest contemporary Western artists working today. Guest artists Sean Michael Chavez, Tony Hochstetler, Denis Milhomme and Joshua Tobey attended for the first time, each bringing two original works to their first *Prix de West*.

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 providing dynamic educational programs to stimulate interest in the enduring legacy of the American West. For more information, visit nationalcowboymuseum.org.