



Driftless Area Art Festival

An Event of the Crawford County Tourism Council, Community Development Alternatives, Inc
43495 Trout Creek Road • Soldiers Grove, WI, 54655
(608) 624-3600 • info@DriftlessAreaArtFestival.com

January 20, 2012

Dear Driftless Area Artist,

The **eighth annual Driftless Area Art Festival will be held on September 15-16, 2012** in Soldiers Grove, Wisconsin. The 2011 festival was a resounding success with strong growth in both attendance and sales, even in these times of economic challenge. We sincerely hope that you will want to be a part—again or for the first time—of this emerging and exciting event.

The festival is set in a park by the Kickapoo River in Soldiers Grove, where parking is free and convenient to your booth. We have a robust promotional campaign to draw the buying public, including advertising, articles, post cards, posters and web listings. We have a Purchase Award Program that boosts artist sales and encourages a variety of purchases. We love our artists, and will support you with booth sitters and energetic volunteers. And our signature artist-sponsor-volunteer reception will let you get to know your fellow artists and the people who make the festival possible.

This year we will once again limit the number of exhibitors to 80.

Please heed the registration deadline of March 15. We will jury all applicants in a single session, assuring quality and a good mix of media. Submissions received after this date will be juried for inclusion on a space available basis and a \$20 late fee will be in effect for submitting after the official deadline. We will continue both our policy on prints, which balances our goal of maintaining a fine art offering with the ability to provide affordable art to the public, and our policy on jewelry, which encourages handmade elements over simple assembly. **Please read the 2012 Exhibitor Guidelines.**

Public hours will be Saturday 10:00-5:00 and Sunday 10:00-4:00. Purchase Award patrons will be admitted at 9:00 am Saturday to select their winning art pieces, although some may choose to purchase later in the weekend.

Help us out. Our goal is to keep increasing our promotion effort, which requires significant funds. Along with increased support from our partners and sponsors, one of our major fundraising avenues is the **silent auction at our Spring Gala**, which will occur on May 19. Please indicate on the registration form if you would be willing to donate a quality piece of your artwork for the silent auction. We use the results of the silent auction to select the artists from whom we will buy art for the 2013 raffle and art festival poster. Later, we'll let you know locations for dropping off your artwork.

With this letter you will find the Exhibitor Guidelines, Jury Process, and Application for the 2012 event. Do not hesitate to call or email us with any questions or concerns you may have.

Sincerely,

Jerry and Liz Quebe, Co-Chairs

www.DriftlessAreaArtFestival.com

Driftless Area Art Festival

2012 Exhibitor Guidelines

Eligibility	Exhibitors must reside and create their art within the boundaries of the Driftless Area of southwest Wisconsin, southeastern Minnesota, northeastern Iowa, or northwestern Illinois.
Artwork	We accept fine art handmade by the exhibitor in the following categories: drawing, ceramics, fiber, glass, jewelry, metalworks, mixed media, painting, pastels, photography, sculpture, and wood, including functional wares and furniture. Only media accepted by the jury may be displayed, and no more than two media per artist. <u>Policy on prints</u> : All prints (photographic, lithographic, wood cut, giclee, inkjet, etc.) must be limited edition and numbered. The only exception will be note cards. If prints of original artwork (watercolors, oils, pastels, etc.) are sold, the artist must also be selling a selection of original artwork as well. We do not accept imported, manufactured, or resale items. <u>Policy on jewelry</u> : Jewelry must be designed and handmade by the artist, using precious and non-precious metals, gemstones, enamel, glass, fiber, clay or other material. Beads are accepted, with preference given to beadwork made or woven by the artist.
Jury	Representative artwork of all artists will be juried for quality and originality. There is a non-refundable jury fee for each artist, even if sharing a booth. Please refer to the Jury Process for detailed instructions. Decisions by the jury are final.
Booths	All exhibitors are required to have shelters with suitable anchorage (weights and/or screw-in anchors are strongly recommended). Exhibitors are responsible for furnishing and erecting their own booths, which must not extend beyond the space provided by the festival. Please try to configure your booth to discourage attendees from entering the art festival through the booth. We recommend that you have a back to your booth as a backdrop to your artwork display.
Space	Requests for specific space assignments should be noted on your application form, and will be honored based on availability and the date on which the application was received.
Shared Booths	Two artists may share a booth, but no more than two. Both artists must submit applications, including individual jury fees, if they work independently.
Check-In	Exhibitors must check in before setting up.
Set-Up and Take-Down	Set-up may begin anytime on Friday. Exhibitors will be required to keep their booths open until festival close each day. The artist must be present throughout the festival.
Parking / Unloading	Adequate space is available outside of the art festival site, adjacent to the booths, to simplify unloading. You may leave your vehicle parked directly behind or very near your booth space. Please be considerate of your neighboring artists and attendees.
Sales Tax	Artists are responsible for collecting and reporting sales tax, including 5.5% Wisconsin sales tax.
Security	Security will be provided by the Village of Soldiers Grove on Friday and Saturday nights.
Weather	This is an outdoor event and goes on rain or shine. Vendors should prepare accordingly (including adequate shelter with sufficient anchorage). No rain date will be scheduled nor refund given for inclement weather.
Camping	Camping with hook-ups and showers is available adjacent to the art festival site. The camping site is not reserved for the exclusive use of art festival participants so if you want to camp, it is on a first come-first served basis. Normally ample spaces are available. There is a nominal fee for camping.
Cancellations	Exhibitors canceling by 30 days prior to the event will be given a refund. No-shows or late cancellations will not be refunded.

Driftless Area Art Festival

2012 Jury Process

Applications will be evaluated only on the basis of the images submitted. It is important that these images be sharp and of a professional quality.

Four (4) images are to be submitted that are representative of your work, done in the last three years. A fifth image representative of your booth set-up is also required. If an artist has work in more than one medium, four (4) images of each medium must be provided to the jury. Only two categories per artist will be accepted.

We require that you submit your images in digital format. We recommend that your images be in JPG format, a minimum of 1920 pixels on the longest side. You may submit images in either of two ways:

- On a CD. The disk should be labeled with your name and medium.
- As an attachment to an email. Use artists@driftlessareaartfestival.com and do not embed the images in the body of the email.

No printed photographs or slides will be accepted. Many photo or copy services will convert your photographs or slides to digital format for you.

Images will be returned to the artist only if a self-addressed stamped envelope is included with your application.

Category Descriptions

1. Ceramics – earthenware, stoneware, porcelain, raku, tile
2. Drawing / Pastels – crayon, pencil, pen & ink, charcoal, pastels
3. Fiber – basketry, weaving, quilting, needlework, leatherwork, papermaking
4. Glass – blown glass, cast glass, stained glass
5. Jewelry – silver, gold, ceramic, enamel, glass, semi-precious and precious stones
6. Metalworks – cast, forged, fabricated
7. Mixed Media (2D) – variety of materials in a one-sided orientation, such as collage
8. Mixed Media (3D) - 360 degree work, from variety of materials
9. Painting – oil, watercolor, acrylic
10. Photography – film, digital
11. Printmaking / Graphics – woodcut, hand pulling
12. Sculpture – marble, clay, metal, wood
13. Wood – hand-tooled or machine-worked, including furniture and functional art
14. Other (please specify)

Images will be juried by a panel of artists representative of various media and members of the art festival committee. Decisions of the jury are final.

Artists will be notified of the jury's decision by mail shortly after April 1, 2012.

Driftless Area Art Festival

An Event of the Crawford County Tourism Council, Community Development Alternatives, Inc
43495 Trout Creek Road • Soldiers Grove, WI, 54655
(608) 624-3600 • info@DriftlessAreaArtFestival.com

2012 Application—Due Date March 15, 2012

Exhibitor's Name: _____

Business Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail _____ Website _____

Category & Description: _____

One of the following is required:

Seller's Permit No. _____ Social Security No. _____

- | | |
|---|--|
| <input type="checkbox"/> Jury Fee - \$15 (separate check) | <input type="checkbox"/> Late fee if after March 15 - \$20 (include with Jury fee) |
| <input type="checkbox"/> 1 standard space (10' x 10')—\$100 | <input type="checkbox"/> 1 double space (10'x20')—\$175 |

I wish _____ do not wish _____ to have the same approximate booth location I had in 2011.

(Comments: _____)

Donate? I will _____ will not _____ donate a quality piece of my artwork for the May 2012 Spring Gala.
Donation to be dropped off at designated drop-off locations to be identified later.

Entry Checklist (to be sent to the address above)

- Application form** (completed)
- CD or Email** (4 images of your artwork per medium, 1 of your booth)
- Fees** (one check for jury fee, one check for booth fee, payable to Community Development Alternatives, Inc.)

I have read the Exhibitor Guidelines and agree to them. I agree to assume full liability for any injury or loss to me or my property during the event. I expressly release Community Development Alternatives, Inc. and its representatives from all liability, or for any loss or injury. Exhibitor agrees to pay for all legal fees and costs in any action resulting from the enforcement of this contract.

Signed: _____ Date: _____