



Driftless Area Art Festival

An Event of Community Development Alternatives, Inc., a 501 (c)(3) Organization
315 E. Cedar St./P.O. Box 72, Prairie du Chien, WI 53821
(608) 326-7333 or (608) 412-0673 • info@DriftlessAreaArtFestival.com

January 2024

Dear Driftless Area Artist,

The **2024 Driftless Area Art Festival will be held on September 21 & 22** in Soldiers Grove, Wisconsin. We are celebrating 20 years in 2024 and sincerely hope that you will want to be a part of this exciting event. Last year approximately 6,500 people attended the festival!

The festival is held 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 print and radio advertising, articles, post cards, web listings, social media postings and ads. We love our artists, and will support you with booth sitters and energetic volunteers. Our signature artist-sponsor-volunteer reception on Saturday evening 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 2024 Exhibitor Guidelines.**

Public hours will be Saturday 10 a.m. to 5 p.m. and Sunday 10 a.m. to 4 p.m.

We are asking vendors to consider donating to our 2024 Fundraising GALA to be held in June. Approximately 30 pieces of art will be chosen for the GALA silent auction, based on a selected geographical area. A volunteer will contact you to arrange for pick up if you are an artist selected to have their work featured.

With this letter, you will find the Exhibitor Guidelines, Jury Process, and Application for the 2024 event. For advice on photographing your work, go to www.driftlessareaartfestival.com/applications--guidelines.html. Do not hesitate to call or email us with any questions or concerns you may have.

Sincerely,

Lori Bekkum, Art Festival Coordinator



www.DriftlessAreaArtFestival.com

Driftless Area Art Festival

2024 Exhibitor Guidelines

- Eligibility** Exhibitors must reside or 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. Policy on prints: We strongly encourage all prints (photographic, lithographic, wood cut, giclee, inkjet, etc.) be limited edition and numbered. 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. Policy on jewelry: 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. Also, to improve the quality of display we recommend that you have a back to your booth as a backdrop to your artwork.
- 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. You are not allowed to take down before 4 pm Sunday.
- Parking / Unloading** Adequate space is available outside of the art festival site, adjacent to the booths, to simplify unloading. In some locations 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, contact the Village of Soldiers Grove for more information at (608) 624-3264.
- Cancellations** Exhibitors canceling by 30 days prior to the event will be given a refund of their booth fee only. No-shows or late cancellations will not be refunded.

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2024 Jury Process

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. The jury will consider the photo of your booth as part of the judging process. The photo should represent how your booth will look at the DAAF. **Quality photos are essential as the jury only uses your brief description and images during the selection process.** Do not crop photos tight. If an artist has work in more than one medium, four (4) images of each medium must be provided to the jury, and your booth photo should show both medias displayed. Only two media per artist will be accepted.

We require that you submit your images in digital format:

- File format: JPEG (baseline standard)
- File size: 500k to 2 MG in size
- Method of Submission:
 - As an attachment to an email (preferred). Use artists@driftlessareaartfestival.com and do not embed the images in the body of the email.
 - On a CD labeled with your name and medium. CDs will be returned to the artist only if an appropriately-sized self-addressed stamped envelope is included with your application.

Media Categories

1. Ceramics – earthenware, stoneware, porcelain, raku, tile
2. Drawing / Pastels – crayon, pencil, pen & ink, charcoal, pastels
3. Fiber & Leather – 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 May 1, 2024.

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2024 Application—Due Date March 15, 2024

Exhibitor's Name: _____

Business Name: _____

Address: _____ Phone: _____

City: _____ State: _____ Zip: _____

E-mail _____ Website _____

Media Category/Description – **50 WORDS OR LESS** (to be used by jury during selection process):

One of the following is required:

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

1 standard space (10' x 10')—\$145

1 double space (10'x20')—\$270

Jury Fee - \$25 (separate check)

Late fee if after March 15 - \$20 (include with Jury fee)

I wish _____ do not wish _____ to have the same approximate booth location I had in 2023. (leave blank if not applicable)

Comments about booth location: _____

Donate? I will _____ will not _____ donate a quality piece of my artwork for the Gala Fundraiser held June.

Funds from the Gala are used for promotional costs, a volunteer will contact you if your art is selected (based on geographical area).

We are celebrating our 20th year! **Returning artists**, have you participated in the Driftless Area Art Festival for more than 15 years? Yes _____ No _____ N/A _____

Entry Checklist (to be sent to the address above)

___ **Completed Application form**

___ **Photos** via email (artists@driftlessareaartfestival.com) or CD, (4 images of your artwork per medium, 1 of your booth) **REMEMBER: High quality images that show you skills and artwork are essential for the jury process.**

___ **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: _____