



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 14, 2026

Dear Artist,

We are excited to announce the **22nd Annual Driftless Area Art Festival** to be held **September 19-20, 2026**. This high-quality, juried festival celebrates the work of up to 80 Driftless Region artists presenting their original handcrafted work in the mediums of drawing, ceramics, fiber, glass, jewelry, metalworks, mixed media, painting, pastels, photography, sculpture, and wood, including functional wares and furniture.

This prestigious summer art festival will once again be held at **Beauford T. Anderson Park** in **Soldiers Grove, WI**. Along with visual artist exhibitors, the festival features a youth art tent, live music performances, and food vendors, all set against the scenic backdrop of the Kickapoo Valley hills.

Festival Calendar

- Jan 19** App window opens
- March 13** App deadline, jury fee due
- May 1** Acceptance notices sent
- June 30** Booth fee due
- Aug 20** Last date for refundable cancellation
- Sept 18** Early setup 10am - 7pm
- Sept 19-20** DAAF, setup Sat 7am - 9am

Festival Hours

- Sat, Sept. 19** 10am - 5pm
- Sun, Sept 20** 10am - 4pm

Our 2025 event drew upwards of 3,000 attendees from more than 50 zip codes and generated over \$76,000 in art sales. The festival is supported by a strong online, print, radio, and social media presence, and this year we are implementing an optimized marketing plan that focuses on both targeting art buyers and increasing our overall weekend attendance.

We love our artists and will support you with booth sitters and energetic volunteers. As in years past, cash and ribbon awards will be given. We are reviewing our award categories for 2026 and will provide further details prior to the festival. Our signature artist-sponsor-volunteer reception returns on Saturday evening, providing a welcoming space to get to know fellow artists and the people who make the festival possible, while enjoying food, libations, and live music.

The application window opens January 19th, and we warmly invite you to apply through March 13, 2026, via paper application or electronically at our website www.driftlessareaartfestival.com. Applications received after this date will be juried for inclusion on a space-available basis and incur a

\$20 late fee. Acceptance notices will be mailed around the first of May 2026.

With this letter, you will find the **Exhibitor Guidelines**, **Jury Process**, and **2026 Application**. For advice on photographing your work, visit www.driftlessareaartfestival.com/applications--guidelines.html.

Please feel free to contact me directly with any questions or concerns.

Sincerely,

Kim Anderson, Festival Coordinator
608.433.8543
driftlessareaartfestival@gmail.com



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2026 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 artists must also sell a selection of original artwork. **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. **No items with registered trademarks (sports teams, brands, etc) will be accepted and they can not be displayed or sold.**

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.

Shared Booth Two artists may share a booth, but no more than two. Both artists must submit applications, including individual jury fees, if they work independently.

Booth Space Booth spaces sizes: Single space- 10 x 10, double space- 10 x 20. You may request the approximate booth location you had in 2025, and we will do our best to honor the request, however, make no guarantees as assignments are made to ensure a good balance of mediums throughout the festival grounds, avoiding duplicate mediums next to each other.



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Check-In Exhibitors must check in with festival staff before setting up.

Set-Up and Take-Down Set-Up hours: Friday, Sept 18- 10am - 7pm, Saturday, Sept 19- 7am - 9am. Exhibitors are required to keep their booths open until the festival closes each day and be present throughout the festival. Booth take-down may not begin until 4pm on 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

Security Security will be provided by the Village of Soldiers Grove on Friday and Saturday nights.

Sales Tax Artists are responsible for collecting and reporting sales tax, including 5.5% Wisconsin sales tax.

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.

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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2026 Jury Process

Images: Submit five (5) images in total. Four must represent the work you will exhibit (done within the past three years); the fifth must show your booth display with the work visible. 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 festival. **Quality photos are essential; do not crop tight.**

If you are submitting work in more than one medium, four (4) images of each medium must be provided to the jury. Your booth photo should display both medias. Only two (2) media per artist will be accepted. **Only media accepted by the jury may be displayed at the festival.**

Digital photo submission required:

- 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.

The jury panel is composed of artists representative of various media. Images will be reviewed in a single session in a blind jury process (the artist's identities are not disclosed to the jurors), assuring quality and a good mix of media.. Decisions of the jury are final. Artists will be notified of the jury's decision by mail shortly after May 1, 2026.

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)



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2026 Application—Due Date March 13, 2026

Exhibitor's Name: _____

Business Name: _____

Address: _____ Phone: _____

City: _____ State: _____ Zip: _____

E-mail: _____ Website: _____

Facebook: _____ Instagram: _____

Artist statement detailing your process— PLEASE **50 WORDS OR LESS** (To be used by jury during selection process):

Medium (max 2):

___ Ceramics ___ Drawing/Pastels ___ Fiber & Leather ___ Glass ___ Jewelry ___ Metalworks ___ Mixed

Media (2D) ___ Mixed Media (3D) ___ Painting ___ Photography ___ Printmaking/Graphics ___ Sculpture

___ Wood _____ Other (Please Specify)

One of the following is required:

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

Jury Fees- Please mail with application. (Deadline is March 13, 2026)

- Jury Fee - \$25 (separate check) Late fee if after March 13 - \$20 (include with Jury fee)

Booth Fees Due June 20th, 2026 if not mailed with application.

- 1 standard space (10' x 10')—\$145 1 double space (10'x20')—\$270

*Please send two separate checks for Jury Fees and Booth Fees. Booth Fee checks will be held until after jury decisions are made.



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Returning Artists:

I wish _____ do not wish _____ to have the same approximate booth location I had in 2025. (Leave blank if not applicable. We will do our best to accommodate, but do not guarantee location requests.)

Comments about booth location: _____

Entry Checklist

___ **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 your 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: _____

Mail paper applications and jury fees to:

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***New in 2026 Online Application:**

Submit at www.driftlessareaartfestival.com