



Driftless Area Art Festival

An Event of Community Development Alternatives, Inc., a 501 (c)(3) Organization
335 Minshall Avenue • Viroqua, WI, 54665
(608) 624-3600 or 637-3788 • info@DriftlessAreaArtFestival.com

January 17, 2017

Dear Driftless Area Artist,

The **13th annual Driftless Area Art Festival will be held on September 16-17, 2017** in Soldiers Grove, Wisconsin. We sincerely hope that you will want to be a part—again or for the first time—of this 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 print and radio advertising, articles, post cards, posters, web listings and social media postings. We love our artists, and will support you with booth sitters and energetic volunteers. And 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 2017 Exhibitor Guidelines.**

Public hours will be Saturday 10:00-5:00 and Sunday 10:00-4:00.

Help us out. Our goal is to keep our aggressive promotion effort, which requires significant funds. Along with increased support from our partners and sponsors, one of our major fundraising avenues is a **silent auction, now held during the festival.** Please indicate on the registration form if you would be willing to donate a quality piece of your artwork to the auction.

With this letter, you will find the Exhibitor Guidelines, Jury Process, and Application for the 2017 event. We have also included a separate document with advice on photographing your art and your booth. Do not hesitate to call or email us with any questions or concerns you may have.

Sincerely,

Jerry and Liz Quebe, Co-Chairs
Anna Rodriguez, Art Festival Coordinator



www.DriftlessAreaArtFestival.com

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2017 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. 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.
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.
Cancellations	Exhibitors canceling by 30 days prior to the event will be given a refund. No-shows or late cancellations will not be refunded.

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2017 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 media per artist will be accepted.

We require that you submit your images in digital format:

- Dimensions: 1920 pixels on the longest side
- File format: JPEG (baseline standard)
- File size: Under 2MG
- Color Space: sRGB
- Method of Submission:
 - As an attachment to an email (preferred). Use artists@driftlessareaartfestival.com and do not imbed 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.

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

Media Categories

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, 2017.

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2017 Application—Due Date March 15, 2017

Exhibitor's Name: _____

Business Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail _____ Website _____

Media Category/Description – 50 words or less (will be read to jury):

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')—\$110 | <input type="checkbox"/> 1 double space (10'x20')—\$195 |

I wish _____ do not wish _____ to have the same approximate booth location I had in 2016.

(Comments : _____)

Donate? I will _____ will not _____ donate a quality piece of my artwork for the Silent Auction.

Entry Checklist (to be sent to the address above)

- Application form** (completed)
- Email or CD** (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: _____