

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 • jlquebe@mwt.net

January 28, 2008

Dear Artist:

The fourth annual *Driftless Area Art Festival* will be held on September 20-21, 2008 in Soldiers Grove, Wisconsin. The 2007 festival was a great success with dramatic growth over the previous year. We sincerely hope that you will be a part—again or for the first time—of this emerging and exciting event.

Participation is a plus! You'll enjoy the beautiful park setting along the Kickapoo in Soldiers Grove, now the permanent site of the festival. Parking is free and convenient to your booth. We have an aggressive promotional campaign to draw the buying public. We are expanding our program of Purchase Awards to boost artist sales and encourage more variety of purchases. We love our artists, and will continue to support you with booth sitters and energetic volunteers. And the very popular artist-sponsor-volunteer reception will let you get to know your fellow artists and the people who make the festival possible.

Some things change. We are continually trying to improve the festival, with a lot of input from you, the artists. This year we will limit the number of exhibitors to 80. Our goal is to increase individual artist sales by controlling the ratio of exhibitors to attendees. Over the years, as attendance grows, the number of exhibitors will too. There is also only one deadline date. This year we will jury all applicants in a single session, assuring quality and a good mix of media. As in the past, there will be no jury fee. We also have a new policy on prints, which we hope will balance our goal of maintaining a fine art offering with the ability to provide affordable art to the public. Please check the 2008 Exhibitor Guidelines.

Some things don't. As in the past, all participants will be required to have a shelter or to rent covered space. Again, we will have available a limited number of covered spaces in a large tent. 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.

We're on our own. For the past three years, we have benefited from promotional funds obtained through a Wisconsin Department of Tourism Joint Effort Marketing (JEM) grant. We are now expected to be viable on our own. We have already obtained a private foundation grant for \$5,000 and plan to expand our sponsorship program. One of our major fundraising avenues is our Spring Gala, which will occur on June 7. Please indicate on the registration form if you would be willing to donate a quality piece of your artwork for the silent auction. 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 2008 event. Do not hesitate to call or email me with any questions or concerns you may have.

Sincerely,

Jerry Quebe, Artist Liaison

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2008 Exhibitor Guidelines

- Eligibility** Exhibitors must reside and/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. ***New policy on prints:*** 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.
- Jury** Representative artwork of all artists will be juried for quality and originality. There is no jury fee. Please refer to the Jury Process for detailed instructions. Decisions by the jury are final.
- Booths** All exhibitors are required to have sheltered space with suitable anchorage. Exhibitors are responsible for furnishing and erecting their own booths (unless sheltered space is rented), which must not extend beyond the space provided by the festival. Artists booths must be configured to discourage attendees from entering the art festival through the booth
- Space** Requests for 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.
- Check-In** Exhibitors must check in before setting up.
- Set-Up and Take-Down** Set-up may begin at noon 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 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. 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. There is a nominal fee for camping.
- Cancellations** Exhibitors canceling by 30 days prior to the event will be given a refund, or can credit their fee toward the following year. No-shows or late cancellations will not be refunded.

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2008 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.

Five (5) images are to be submitted that are representative of your work. A sixth image representative of your booth set-up would be welcome. A booth image is not mandatory in 2008, but may become a requirement in the future.

Images are to be submitted in the form of slides or digital imagery on disk. Slides should be labeled with your name and medium in the top left corner and with a red dot drawn on the lower left corner of the slide. They should be enclosed in a plastic sleeve. Digital images must be submitted on a disk at 300 DPI minimum in JPEG format. The disk should be labeled with your name and medium.

If an artist has work in more than one medium, five (5) images of each medium must be provided to the jury.

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, enameling, 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 on or before May 1, 2008.

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2008 Application - Due April 1

Exhibitor's Name: _____

Business Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Category & Description: _____

One of the following is required:

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

1 space (10'x10') - \$80

1 space (10'x15') - \$115

1 space (10' x 20') - \$145

Sheltered space (9'x9') - \$110

I wish _____ do not wish _____ to have the same *approximate* booth location I _____ had in 2007 (Comments: _____)

Send application, payment (*check payable to Community Development Alternatives, Inc.*), artwork images, and a self-addressed stamped envelope (for return of the images of your artwork) to the address shown above.

I am willing to do a demonstration of my work

I will need electricity for my demonstration

I will _____ will not _____ donate a quality piece of my artwork for the June 2008 Art Festival Fundraising Gala – Donation to be dropped off at designated drop-off locations

Application Deadline – April 1, 2008

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: _____