



artisans road trip 2011

# Artisans, Call for Entry!

APPLICATION POST DATE: January 15, 2011

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## Artisans Road Trip September 30 - October 2, 2011

Friday 4 PM - 8 PM • Saturday 9 AM - 5 PM • Sunday 9 AM - 5 PM

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### About Artisans Road Trip (A.R.T.)

A.R.T. is a self-guided open studio tour - a showcase for working artists to demonstrate and sell their original works in a studio setting.

A.R.T. offers an opportunity to sell fine art pieces and promote the arts in Northwest Iowa.

A.R.T. is regionally promoted in newspapers, radio and television through targeted advertising. The A.R.T. Directory and Tour Guide is both mailed and made available at Iowa Welcome Centers, public libraries, cultural centers, and through corporate and dining/lodging sponsorship.

A.R.T. maintains a comprehensive website, featuring participating artists - including links to individual websites.

A.R.T. is developing relationships with Northwest Iowa Art Centers, Western Iowa Tourism Region, Okoboji Tourism and expanded bus tour packages.

A.R.T. supports local promotion including an email campaign, Calendar of Events Listings, Economic Development Councils, Chambers of Commerce and postings at community gathering sites.

A.R.T. is also a venue for the opportunity to have group art shows at galleries and museums in Iowa and expanding to the Midwest. **POTENTIAL & SCHEDULED EXHIBITS FOR 2011 ARE:**

**Clear Lake Art Center** - Clear Lake - November 22, 2010 - January 10, 2011

**Witter Gallery** - Storm Lake

**Sanford Museum** - Cherokee

**Arts on Grand** - Spencer

**Pearson Art Center** - Okoboji

A.R.T. is organized and run by artists for artists.

### Mission Statement:

*To promote a venue for established artisans to demonstrate their skills, exhibit and sell their original fine art via a self-guided studio tours through scenic Northwest Iowa, thereby encouraging education, diversity, tourism, economic growth and art appreciation.*

**"Your Success is Our Success!"**

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## Rules of Entry

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1. ALL participating artists showing during the Road Trip must be a member of A.R.T.
2. The participation fee is \$150.00, per artist. Artists may display together in one location, but **each artist MUST submit their own \$150.00 fee - payable at time of entry.**
3. All work must be original in concept and executed by the artist.
4. Artists must be present to demonstrate and manage their studios during the stated days and hours.
5. Open to artists within a 75 mile radius of Spencer, Iowa.
6. Artists outside the area may show at a host studio.
7. A judge, selected by the jury committee, will review work - **all decisions are final.**
8. Judging for acceptance will be made from digital images submitted on CD.
9. Each artist **MUST** submit 3 images of current work produced within the past 2 years.
10. Quality digital images can be presented on CD, using a 300 dpi JPEG format and 8 inches (or 2400 pixels) for the "longest dimension" of the image.
11. Images need to represent the quality of work you will be showing.
12. **ENTRIES MUST BE POSTMARKED BY JANUARY 15, 2011.** Late entries not accepted.
13. Those accepted may be asked to assist or work within individual artist areas and we thank you for your active participation.
14. Each artist is responsible for your own liability insurance.

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## Entry Information

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1. **Three digital images.** Widest dimension should be 8" or 2400 pixels. Please write your name directly on the CD and name each file to correspond with the application form.
2. **Information.** Your descriptions and directions will appear in the printed A.R.T. Directory and Tour Guide and website as you have submitted them.
3. **CDs will not be returned.**
4. **Artist Fee.** The \$150.00 will be returned if the work is not accepted. The artist fee for accepted artists is non-refundable. **Make checks payable to: Artisans Road Trip**

**If you have questions or want to participate at a location other than your own studio space, please contact us if you would like help with placement.**

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## Application Calendar

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**November 2010**.....Application sent to existing and previous members  
**January 15, 2011**.....Application deadline and post date  
**February 7, 2011**.....Notification mailed to artist  
**May 17, 2011**..... A.R.T. member meeting and distribution of A.R.T. Directory & Tour Guide.  
Website updated  
**September 30 through**  
**October 2, 2011**.....Artisans Road Trip weekend event  
**MEETINGS**.....Artisans will be notified in advance, via email  
**A.R.T. 2012**.....October 5,6 and 7 (subject to change)

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## Application Information Contact

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Joleen Dentlinger, 712-732-6286 or [rjmdent@iw.net](mailto:rjmdent@iw.net)



# Artist Application

APPLICATION POST DATE: January 15, 2011

PLEASE PRINT OR TYPE THE FOLLOWING:

Artist's Name \_\_\_\_\_

Home Mailing Address - **THIS IS A MUST** \_\_\_\_\_

Business Name \_\_\_\_\_

Mailing Address of Studio \_\_\_\_\_

Prefer A.R.T. mail be sent to: \_\_\_\_\_ Home Address \_\_\_\_\_ Studio Address

Is Studio Handicap Accessible? \_\_\_\_\_ Yes \_\_\_\_\_ No

State Sales Tax Permit # \_\_\_\_\_

(For sales tax permit information, contact: [www.state.ia.us/tax](http://www.state.ia.us/tax))

Phone Number \_\_\_\_\_ Cell Phone Number \_\_\_\_\_

E-Mail \_\_\_\_\_ Website \_\_\_\_\_

Description of Work (100 characters with spaces): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Directions to Studio: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

List Studio Hours, if Applicable \_\_\_\_\_

Doing Business by Appointment Only: \_\_\_\_\_ Yes \_\_\_\_\_ No

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# Entry Information

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PLEASE CIRCLE YOUR FIRST CHOICE FOR USE IN THE DIRECTORY

#1 Title \_\_\_\_\_

Media \_\_\_\_\_

Date \_\_\_\_\_

#2 Title \_\_\_\_\_

Media \_\_\_\_\_

Date \_\_\_\_\_

#3 Title \_\_\_\_\_

Media \_\_\_\_\_

Date \_\_\_\_\_

*We ask for you to be as involved with the Artisan Road Trip as possible.  
We feel there are many advantages in belonging to and serving in this organization.*

- You will receive 100 Directories to distribute as you wish plus extra to give out in your area.
- You will be able to place the names and addresses of your customers on the general mailing list.
- You will have the opportunity to be in art shows at galleries and museums throughout the year - this is especially nice for those artists who do not have a full body of work to handle a show alone.
- Your name and image is exposed to thousands of perspective customers.
- Many people keep the Directory as a reference for art needs and locations of the various studios.
- The A.R.T. gives you contact with other artists and can help you to become involved with other artist organizations and their members.
- You will have the opportunity to work within your community and build on the platform of the A.R.T.

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## Final Entry Information

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1. **Three digital images.** Quality 300 dpi JPEGs will be accepted, 8" or 2400 pixels in width. Please write your name directly on the CD and name each file to correspond with the application form.
2. **Information.** Your descriptions and directions will appear in the printed A.R.T. Directory and website as you have given them. **Please submit FINAL & CORRECT information at this time.**
3. **CDs will not be returned.**
4. **Artist Fee.** The \$150.00 will be returned if the work is not accepted. The artist fee for accepted artists is non-refundable. **Please make checks payable to: Artisans Road Trip**
5. **Entries must be postmarked by January 15, 2011. No late applications accepted.**

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*I do not hold the Artisans Road Trip responsible for loss/damage or injury of any kind.*

Signature \_\_\_\_\_ Date \_\_\_\_\_

*Artist's signature indicates acceptance of all conditions listed in this application.*

Please mail this application, along with photos and your check, to:  
**Artisans Road Trip • P.O. Box 646 • Spirit Lake, IA 51360**