

**DES MOINES ARTS FESTIVAL®**  
**2012 Artist Prospectus**

**WINNER OF THE 2010 GOLD GRAND PINNACLE AWARD**  
**from the International Festivals & Events Association**  
**reflecting the best overall festival in the world**

**Artist Reactions to DMAF**

*"Once again – a stellar show! The art was great, the venue beautiful, patrons plentiful & enthusiastic. It was an honor to participate"*

*"The organization was near flawless. You have a great community spirit and willingness to buy art. We sold to many individuals who said they came intentionally to purchase a special piece for their home or office from this fair."*

*"You have our best interests at heart. Thank you for that."*

*"This show is perhaps the best run shows I have ever done. The city cannot do anything more to make a person feel more welcome."*

The City of Des Moines invites you to be part of the award-winning Des Moines Arts Festival® on **June 22-24, 2012**. The Des Moines Arts Festival® (DMAF) is one of the nation's most respected arts events hosting 185 of the nation's top artists in a beautiful urban setting surrounding the 4.4 acre John and Mary Pappajohn Sculpture Park. The outdoor Festival of arts and culture attracts more than 200,000 people each year to its downtown location in Iowa's capital city and largest metropolitan area. DMAF is a show dedicated to the highest standards and works diligently to maintain a positive environment for artists and their clients. DMAF is a non-profit organization founded by the Des Moines Art Center. Festival proceeds, if any, benefit the Des Moines Art Center, numerous area non-profit organizations and the continuation of the DMAF.

While we are pleased to share with you accolades we receive from exhibiting artists, we also receive a number of suggestions about how we can improve. We are always striving to make our event better for artists and our guests. It is our goal each and every day to explore ideas and improvements. If you have questions about our event and how we are addressing concerns, please contact us and we will happily provide to you our goals going forward.

**Application Information:** DMAF uses the ZAPP application system. To apply, go to [www.zapplication.org](http://www.zapplication.org). If you have not done so already, open an account (free) and do a search for "Des Moines Arts Festival." Follow the instructions from there.

**The Fact Sheet**

**LOCATION:** Downtown Des Moines, Iowa on Locust Street and Grand Ave. between 16th Street and 10th Street.

**EVENT NAME:** Des Moines Arts Festival®

**CONTACT:** Stephen King, Executive Director

**MAILING ADDRESS:** 700 Locust Street, Suite 100, Des Moines, IA 50309

**TELEPHONE:** 515.286.4927

**FAX:** 515.286.4942

**AVG. SALES:** Gross Avg. = \$7,487 (Source – 2011 Artist Post-event Survey)

**ONE-TIME JURY**

**IMAGES:** 5 images of work + 1 booth image

**VIEWED:** Simultaneous with 1, 2, 3 on top from left to right, and 3, 4, booth from left to right, on bottom

**JURORS:** 5 paid. Includes two invited (exempt) artists from 2011

**SCORING:** 1-7, no 4

**JURY/APPLICATION FEE:** \$25

**BOOTH SPACE FEE:** \$375/\$475

**CASH AWARDS:** \$10,000

**BOOTH SPACE:** 10'x10' with 1' buffer all around

**ELECTRIC:** Provided free of charge. Generators not allowed.

**PRODUCED BY:** Downtown Events Group, 501(c)3 Non-profit corp.

**ARTIST PRESENCE:** Required.

**NO. OF EXHIBITORS EXPECTED FROM JURY POOL:** 170-175 (we jury spaces with the final number of spaces available being 185)

**NO. OF ARTISTS EXEMPT FROM JURY:** 10

**SECURITY:** 24-hour

**PARKING:** Free/reserved/off-site

### **Artist Information and Benefits**

- Projected Attendance – 200,000+.
  - \$10,000 in Cash Awards at the time of publication. \$1500 to the Best of Show, up to five Merit Awards of \$1000 each; three Juror Awards of \$500 each presented by each of the jurors; \$1000 to the Best of Emerging Iowa Artist; and, \$1000 to *The Des Moines Register* People's Choice Award.
  - Each of the above awards includes an automatic invitation to 2013 show.
  - Official Festival Program includes color thumbnail image of each exhibiting artist.
  - Web site includes full-color image with name and live link to artist Web site.
  - Free WiFi throughout Festival site.
  - Free reserved parking.
  - Invitations to special events and receptions.
  - Hospitality Area.
  - Air-conditioned restroom facilities.
  - Exclusive "Express Lane" concessions.
  - 24-hour Security.
  - Free Electricity.
  - Leisurely set-up (full day is available).
  - Booth sitters and energetic volunteers.
  - Booth Amenities.
1. 10' x 10' Booth with at least 121 square feet (1' on sides and back).
  2. All booths on street at press time.
  3. Storage Behind Booth. Some booths will have 1' behind booth, others a full sidewalk.

### **Festival Hours**

Friday, June 22, 2012

11 a.m. – 10 p.m.

Saturday, June 23, 2012

10 a.m. – 10 p.m.

Sunday, June 24, 2012

10 a.m. – 6 p.m.

*Hours subject to change.*

### **Important Dates -**

*Application Available - September 1, 2011*

*Application Deadline* - October 31, 2011 12:59:59PM CST

*Jury* - Nov. 16-18, 2011 in Des Moines, IA

*Notifications Emailed* - December 2, 2011

Please note: we do NOT notify artists through ZAPP. You will receive an email from the DMAF office.

*Deadline to confirm participation* - January 13, 2012

*Refund Deadline* - March 14, 2012

### **About our jury process**

The jury is scheduled for November 16-18, 2011. The location for the projection jury is the Arthur Davis Conference Center, 700 Locust Street, Suite 100 in downtown Des Moines, Iowa.

Applying artists and special guests are invited to a special Jury Preview on November 16, 2011 beginning at 5:30 p.m. Projection of images for the jury begins promptly at 6 p.m. The jury preview is an opportunity for artists to view their images at the same time and in the same manner the jury will see them. An email notice will be sent to all applicants of the details.

170-175 spaces will be available through the jury process. Ten (10) booth spaces are reserved for 2011 award winners and up to five (5) spaces are reserved for special invitations. The jury uses the following standards to guide their decision:

- Projection "blind" jury
- The jury will view each artist's set of six images. One of the six images shall be of the artist's booth showing body of work. The images will be projected in two rows, three images on top and three images on bottom, simultaneously.
- The ideal work will reflect excellence.
- The work should be well conceived and expertly executed.
- The work should show an identity of design.
- All work must be original and made by hand.
- Artwork is considered solely on the merit of the work pictured. This and your submitted Artist Statement will be the only criteria considered. (See below regarding Artist Statement).
- The work should be professionally and creatively presented. The better the image presented, the better your opportunity.
- The work presented for jury must be for sale. If the work is not currently for sale, do not submit the image.
- All applications from professional artists must submit an authentic booth image
  - booth images may not be created in a computer program
  - booth images may not contain the artist name, company name or any other affiliation - artists may use photoshop techniques to remove the name(s).
    - The booth image must include the entire booth, not a portion
    - the booth image must be that of your outdoor booth (no indoor booth images)
    - If you submit an application without the booth image or the booth image does not follow the criteria as stated here, your application will be returned to you for modification. Application fees will not be returned.

*A note about the booth image.* The booth image shows the jury your body of work, provides dimension and scale, a sense of artistic and creative presentation, and reflects what your booth will look like at the show in June. It will also report to the jury if the work submitted in the individual images reflects your current style and overall body of work. **NOTE: The DMAF does NOT accept images of a booth created by a computer program or that have been created digitally. We also do not accept booth images that contain the artist's name or company name or organization affiliation.**

Please note that EIA's will show a sixth image in place of the booth image.

### **Artist Statement**

The application will automatically have a question for an artist description of material and technique of 100 characters. You are encouraged to enter a description of material and technique that is concise and explains well the body of work. The jury responds best to a description of technique rather than how you are inspired. The first (up to) 100 characters of the submitted statement will be read to the jury.

### **Notification**

- On December 2, 2011, the DMAF will notify applicants of results using the email provided in your Application.
- In addition to the email notification, accepted artists will be posted on [www.desmoinesartsfestival.org](http://www.desmoinesartsfestival.org).
- Results will not be given over the phone.
- **Jury scores are not issued.**

**All decisions of the jury are final.**

### **The Emerging Iowa Artist Program (EIA)**

Iowa residents currently enrolled in or recently graduated (within one year) from a university, college or art school anywhere in the U.S. are eligible to apply to the Emerging Iowa Artists (EIA) program.\* This program provides individuals the opportunity to promote their talents and sell their artwork at the Des Moines Arts Festival. It also provides opportunities to artists beginning their careers.

Artists can participate in the EIA program for two years (either consecutively or non-consecutively). Because of financial support from Principal Financial Group®, this program is free to qualified artists. There is no charge to submit images for the jury or for booth space once the work is accepted by the jury.

Qualified artists are required to apply to the show in the same manner as professional artists and submit their work in accordance to the specifications. ***All applicants are required to provide at the time of application proof of residency and enrollment to ensure the integrity of the program.*** All work submitted is juried by the same jury. All rules and submission requirements remain the same for EIA's.

**If you are a qualified EIA apply under the medium (category) "Emerging Iowa Artist."** To waive the application fee, you must enter the coupon code **EIA12**. *The Festival will not refund the application fee if you do not enter the coupon code.* Please note that DMAF requires a booth image from its professional artists as part of the application - EIA's will instead provide an additional image of their work in place of the booth image.

### **Waitlist**

The DMAF maintains a waitlist from the jury process. There is no scientific formula for this list other than an attempt to maintain show balance. At least two artists from each medium are placed on the waitlist (could be more, could be two) based on score breaks. For example, if invited artists score breaks at 80 out of 100 (all artists scoring 80 or above are invited) and five artists score 79 and three artists score 78, all five artists scoring 79 will be placed on the waitlist. However, if the medium is stronger in total scores, this number may be larger. (for example, if a smaller medium scores higher and therefore the cut-off score is higher, then it is more likely more artists from that medium will be placed on the Wait List). Overall, our goal is show balance. If an artist from a smaller number medium withdraws, we will replace that medium with the same. If an artist from a higher number medium withdraws, we will look at score. Artists are notified by the Festival when a space becomes available.

**Booth fees and Artist paperwork including the Agreement are due by January 13, 2012. Double booths are available to artists who jury into two separate mediums.**

Single Booth Fee: \$375  
Double Booth Fee: \$750 (available only to artists juried in two mediums)  
Corner Booth Fee: \$100 additional fee paid by separate check

A full refund of booth fee is available until **Wednesday, March 14, 2012**. After this date no refund is provided for any reason.

**Rules**

The DMAF considers its enforcement of the rules our exclusive right and responsibility. Festival officials will visit all displays at intervals throughout the Festival to ensure that exhibitors comply with all Festival rules, including but not limited to checking identification. Noncompliance can result in expulsion and ineligibility for jurying, awards and participation in future Festivals. If an artist is removed from the show for non-compliance of the rules, no booth fee refunds will be issued or compensation made.

1. All work exhibited must be original art produced by the exhibiting artist(s). Work done by a production studio, "Buy-sell" and/or imports, work from kits, commercial designs, done in classes or workshops, and derivative work is prohibited. Artists selling work that is not their own will be expelled from the festival.
2. It is the work by the artist that is juried, therefore any change in the body of work by the artist after the jury process accepts the juried work is not considered juried and may not be exhibited until approved by the director of the show. Please see the description of our **New Directions** program below. Absolutely no consideration will be made if the work is of a different discipline.
3. Artists may only exhibit work in the medium in which they are accepted (juried).
4. Prints may only be exhibited by artists accepted in the Printmaking category. Prints must be produced in signed, limited editions, which are hand-pulled by the artist.
5. No reproductions are allowed. If a work exists as a painting, watercolor, drawing, etc. and is copied by digital or photographic means and printed on an offset press, a serigraph press or through a computer by means of an ink jet or electrostatic printer, this would be a reproduction. This includes giclees.
6. All artists must be present to exhibit. Booth and display must remain intact during all hours of the show. If artists apply as partners, each artist must be present. If each artist is not present, the artist who is present will not be permitted to set-up or exhibit. No proxy of any kind is permitted. If artists working as partners are found to apply as a single artist, the artist will be disqualified without a refund regardless of the calendar of stated deadlines.
7. A picture ID is required at artist check-in by all artists, including partners, accepted to exhibit. In addition, the Festival reserves the right to check ID each day of the Festival to ensure the artist is present. Artists may NOT set-up or have their booth set-up until they have provided proof of their presence.
8. Artists may not sell promotional items such as postcards, notecards, calendars, t-shirts or photocopy and/or offset reproductions of any kind. The sale of non-original promotional items is prohibited. Artists may display for review portfolio or bound publications. These may not be sold, but may be given away.
9. Artists are responsible for proper insurance and protection of work and setup. The DMAF will not be responsible for damage to work or setup due to weather or unrelated incidents. All artists are encouraged to maintain insurance.

10. Only artists accepted in the jewelry category may display and sell jewelry.
11. Artists are responsible for collecting and reporting all taxes, including 6% Iowa sales tax.
12. All work submitted for jury must be for sale at the time of the jury.
13. No sharing of booths is allowed regardless of relationship status.

**In addition to the rules of exhibiting, the following guidelines/restrictions apply to the jury process:**

1. Artists may jury in more than one medium only with a distinctly different body of work.  
  
*2. Artists wishing to exhibit work produced in more than one medium must create a new profile for each medium on Zapplication and submit a jury fee for each medium. Only one application may be submitted per body of work represented. Multiple applications must represent work in different mediums. Artists whose work is selected in multiple mediums are eligible for a single double booth space.*
3. Jewelry may only be submitted for jury in the jewelry category.
4. Furniture makers may not enter in sculpture category.
5. Photography may only be submitted for jury in the photography category.
6. Upon receipt of application, the Festival reserves the right to return any application if it is deemed noncompliant for a particular medium.

**PLEASE NOTE – REGARDING COLLABORATING ARTISTS:** If you are submitting an application as a collaborating artist/partner, you must submit the name(s) with the application. Here is how to submit your application as a collaborating artist - Go to "My Profile" first. Enter one of the two collaborating artists as the primary contact in the profile form (this name will always appear first in publications and online of accepted). After completing the information requested, there is a section at the bottom of the profile page to enter the collaborating artist name(s). This information is carried over to the application for purposes of identifying a collaborative effort. You may not add a partner after the jury. If you have any questions or difficulties registering the partner, please contact the DMAF office *before* submitting your application.

**Medium Descriptions**

2-D Mixed Media – Includes any combination of a variety of materials to create an original work of art that is by design to be displayed on walls with a one-sided orientation.

3-D Mixed Media – Work that combines a variety of materials to form an original work of art visible from 360 degrees.

Ceramics – Original functional and/or non-functional works created by the artist from clay, earthenware, porcelain, and/or stoneware. No factory-produced work, no slip-cast or commercial molds permitted. If multiple pieces of the same design are displayed, each piece must be signed.

Computer Generated - This medium includes original work created solely by the artist on a computer and work created by the artist using computer programs to significantly manipulate or alter source material(s) such as scans or digital files. Work must be limited editions, signed and numbered not exceeding 250 per image, using only archival quality materials. Photography is not permitted in this medium.

Drawing/Pastels – Original compositions that are drawn by the artist's hand using pencil, crayon, ink,

charcoal, pastels and a variety of other marking media.

Emerging Iowa Artist – The Emerging Iowa Artist Program provides the opportunity for Iowa residents enrolled in universities, colleges and art schools across the country to participate in the DMAF free of charge. Please see above description for qualifications and description.

Fiber – Includes artwork from fibers such as basketry, embroidery, weaving, leatherwork, tapestry and papermaking. Wearable and non-wearable. No mass or factory-produced work is allowed.

Glass – work that has been hand-crafted by the artist by blowing, fusing, casting or kiln forming. No pre-manufactured items.

Printmaking – Printmaking is defined as multiple originals where the artist's hand has manipulated the plates, stones, blocks, composite reliefs, or screens and which are properly signed and numbered in limited editions. Photocopies, giclees, or offset reproductions are not permitted.

Jewelry – All jewelry must be designed and executed by the artist *and* must have been juried in the Jewelry medium. Work which has been designed by the artist, but with no subsequent hands-on work is prohibited. No more than 15% of a piece may consist of commercial findings.

Metalworks – Original work created through the forging, twisting and fabricating of various metals.

Painting – Original compositions created by the artist's hand to form in colors a figure of likeness on a flat surface, as upon canvas; to represent by means of colors or hues; to exhibit in a tinted image; to portray with paints; as, to paint a still life, portrait or a landscape.

Photography – The process of capturing images that begins with a camera lens, then printing the images, by chemical or digital means, onto a surface. The photography category includes traditional film photography, hand colored images, emulsion transfers and digital photography that has not been excessively manipulated to achieve results beyond what could be done in a traditional darkroom. Any digital alteration and/or hand painting, over painting, etc. must be disclosed with the photograph. All pieces must be signed, numbered and dated in limited editions. Prints must have been processed by the artist or under the artist's direct supervision. Traditional photography using digital means will apply in the photography category.

Sculpture – Three-dimensional work(s) incorporating any materials that are designed and executed in the round or in relief, as by chiseling marble, modeling clay, or casting metal.

Wood – Original work in wood that is that is hand-tooled or machine worked.

### ***New Directions***

**New Directions** is designed for professional visual artists (we make the distinction because we have an emerging artist program) who are juried into the show and who, between the time they are juried and the date of the show are exploring new directions in their current work. Exhibiting artists will have this opportunity available to them to introduce to our guests expressions of new art they are exploring.

All artists will jury with their body of work as they normally do. Upon acceptance into the show, artists will be notified of the details of the policies surrounding its integrity. Should any juried artist find themselves exploring a new direction with their work and wants to participate in the program, we will work with them on a case-by-case basis within a set of perimeters that all of us (including the show) must follow.

In order to keep in tact the decisions of the jury, we will institute a few perimeters, including new work may not occupy but a small percentage of the overall exhibit space; the work will be identified as "new

work” within the exhibit space; the work must be an extension of the work juried into the show; the new work must be clearly defined within the exhibit; and, it all must be original. What it may not be is a completely new body of work.

Our goal is to encourage artistic exploration while trying to maintain the high standards of the jury process. We recognize that artists wander outside their box and often find themselves rejuvenated by the journey of discovering a new talent you had or wanted to explore, but didn't because you were working too hard to stay inside the box we created for you. And because we appreciate that we are collaborators in this industry we are reaching out to offer this *“new direction.”*

**Many thanks for your interest in the Des Moines Arts Festival®. Should you have any questions about the process, please do not hesitate to call Stephen King, Executive Director, at 515.286.4927 or email [sking@desmoinesartsfestival.org](mailto:sking@desmoinesartsfestival.org).**

**We value your participation and look forward to seeing you in June 2012!**