

General Information

DES MOINES ARTS FESTIVAL® 2013 Artist Prospectus

**WINNER OF THE GRAND PINNACLE AWARD
from the International Festivals & Events Association**

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Artist Reactions to DMAF

"Simply put, your show is the best run we have encountered."

"Very well run show, I see the pride everyone takes in it!"

"You all really put on a top-notch show and I feel honored to have participated this year."

"It is very obvious how much care and respect there is for the artists and the community and the nurturing of the relationship of both."

"This show was a delight to participate in--well designed, well managed, lovely location, responsive and helpful staff."

"9.2 outta 10 "

The [City of Des Moines, Iowa](#) invites you to be part of the award-winning [Des Moines Arts Festival®](#) (DMAF) on **June 28-30, 2013**. The Festival 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](#). The Festival contributes more than \$50,000 annually from its proceeds to support 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. Our goal each and every day is 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.

The Fact Sheet (all information subject to change)

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. = \$6,349 (Source – 2012 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 4, 5, booth from left to right, on bottom

JURORS: 5 paid. Includes two invited (exempt) artists from 2012

SCORING: 1-7, no 4, "Rounds"

JURY/APPLICATION FEE: \$25

BOOTH SPACE FEE: \$375/\$475 (corner)

CASH AWARDS: \$10,000

BOOTH SPACE: 10'x10' with 1' buffer all around, most with abundant storage close to booth.

ELECTRIC: Provided. Generators not allowed.

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

ARTIST PRESENCE: All required (individual and partners).

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: at least 10 (award winners from previous year)

SECURITY: 24-hour

PARKING: Free/reserved/off-site dedicated. All street parking in the downtown area is free after 5 p.m. on Friday and throughout the weekend.

Artist Information and Amenities

- Projected Attendance – 200,000+.
- \$10,000 in cash awards at the time of publication. \$1500 to the Best of Show; up to five Awards of Excellence at \$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. These amounts may be altered by the jury, but the total will remain intact.
- Each of the above awards includes an automatic invitation to 2014 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; however, keep in mind that these sidewalks are used for electric cords and passage by Gators and people

Festival Hours

Friday, June 28, 2013

11 a.m. – 10 p.m.

Saturday, June 29, 2013

10 a.m. – 10 p.m.

Sunday, June 30, 2013

10 a.m. – 6 p.m.

Hours subject to change.(the DMAF board is currently considering a change in the closing time).

Important Dates

Application Available – September 4, 2012

Application Deadline - October 31, 2012 12:59:59PM CST

Jury – Tentatively scheduled for Nov. 28-30, 2012 in Des Moines, IA

Notifications Emailed – Dec. 7, 2012

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

Deadline to confirm participation – January 11, 2013

Refund Deadline - March 15, 2013

About our jury process

The jury is tentatively scheduled for November 28-30, 2012. 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 27, 2012, 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 via the jury process. Ten (10) booth spaces are reserved for 2012 award winners and up to five (5) spaces are reserved for special invitations.

We will implement a new scoring process beginning this year.

Round One will be the traditional 1 through 7, with no 4.

Round Two – the jury will view all remaining artists and a majority vote moves the artist into the next round.

Round Three – the jury will make final selections for invited and waitlist artists.

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 an actual image 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 representative of the artist’s body of work . If the work is not current, 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. Artists may choose to submit the image as is with the understanding that against other booth images that provide the guidelines, yours may be scored down by the jury after being offered the opportunity to make a change.

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.

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 up to 200 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) 200 characters of the submitted statement will be read aloud to the jury.

Notification

- On or before December 7, 2012, the DMAF will notify applicants of results using the email provided in your Zapplication.
- In addition to the email notification, accepted artists will be posted on www.desmoinesartsfestival.org.
- Results will not be given over the phone.
- Juror scores and comments (if any) from Round One will be released as a general document. The Artist ID number will be listed alongside the jury cumulative score for the initial round.

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 applicants.

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 **EIA2013. 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 applicants 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. Our goal is to identify at least two artists from each medium to be placed on the waitlist. Artists will be called off the waitlist in order, based on their original score in Round One. If the scores of the waitlisted artist are the same, the artist will be called as a result of a simple random draw. Artists will be called by medium. For example, a painter will be called if a painter withdraws. If we go through all painters on the waitlist, we will ask the artist with the next highest score, regardless of medium.

- Artists are notified by the Festival when a space becomes available.

Booth fees and Artist paperwork including the Agreement are due by January 11, 2013.

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, including corner if paid, is available until Wednesday, March 13, 2013. 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. Your submitted application and signature on the Artist Agreement (for those invited) is your indication that you agree that 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 nor compensation made, and the artist will be ineligible to exhibit for a period of at least two years.

1. All work exhibited must be original art produced by the exhibiting artist(s). Work done by a production studio, in classes or workshops, "Buy-sell" and/or imports, work from kits, commercial designs, 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 overall 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(s) 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 of no more than 250, which are hand-pulled by the artist.

5. No reproductions are allowed. If it's a copy of any kind, regardless of medium, don't bring it.

(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 associated with the juried work must be present to exhibit. 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. Booth and display must remain intact during all hours of the show.

8. 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.

9. 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.

10. Artists are responsible for proper insurance and protection of work and setup. The DMAF will not be responsible for damage to work or setup for any reason. All artists are encouraged to maintain insurance.

11. Only artists accepted in the jewelry category may display and sell jewelry.

12. Artists are responsible for collecting and reporting all taxes, including 6% Iowa sales tax.

13. All work submitted for jury must be for sale at the time of the jury.

14. We do not allow sharing of booths except under extraordinary circumstances and ONLY if prior approval is provided in writing from the director. Absolutely no consideration is given if the request is made at the time of set-up or during the show.

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 or does not provide the information requested. If you submit an application that does not follow the criteria as stated here, your application may be returned to you for modification. Application fees will not be returned. Artists may choose to submit the image as is with the understanding that a full point may be deducted from the artist's final score for not adhering to the guidelines set forth in this application after being offered the opportunity to make a change.

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” on Zapplication. 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 if accepted). After completing the information requested, enter the collaborating artist's name(s) in the section at the bottom of the profile page. 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

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.

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. This work can be wearable or 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 are allowed.

Mixed Media – Includes any combination of a variety of materials to create an original work of art.

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 of no more than 250. Prints must have been processed by the artist or under the artist's direct supervision. In addition to the above, the surface on which the photographs are printed must be identified in the description (paper, aluminum, wood, fabric, canvas, etc.). 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 (the distinction is made because of the emerging artists 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 parameters that all

involved (including the show) must follow.

In order to keep in tact the decisions of the jury, we will institute a few parameters: 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. It may not be 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 an artists desire to explore and often find themselves rejuvenated by the journey of discovering a new talent, 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.

We value your participation and look forward to seeing you in June 2013!

Want to know more? The following links are to the DMAF website where you may download pdf documents.

[Click here for the 2012 Artist Application & Jury Stats](#)

[Click here for the 2011 Artist Application & Jury Stats](#)

[Click here for the 2012 DMAF Marketing and Media Information](#)

[Click here to visit our website.](#)

[VIEW LEGAL AGREEMENT](#)