

## **General Information**

# **Prospectus for Art in the High Desert Bend, Oregon 2013**

Join us for the sixth year of a premier art festival on the West Coast. Art in the High Desert is a juried fine arts and crafts festival, produced by active show artists and invested local art advocates through a non-profit organization. *We value & honor work made by the hands of the individual artists.*

### **Our goals:**

1. Market and sell high quality art to a knowledgeable community of art patrons and visitors to Central Oregon.
2. Honor the artists in an arts festival that esteems the value and skill of their handmade work
3. Give back to the community financially and through arts education and support for the local visual art community.

### **Bend & Central Oregon**

Art in the High Desert happens during the peak of the summer tourist season in Central Oregon. Bend is one of the West's leading areas for year-round recreation and cultural growth. East of the Cascade Mountains in the high desert, Bend is surrounded with snowy peaks, white-water rivers, and alpine lakes. Bend, also has two colleges: Central Oregon Community College and Oregon State University/Cascade Campus. In the summer you can backpack, mountain bike, camp, raft, kayak, fly-fish, golf, or just relax and enjoy the scenery. Eight destination resorts surround the city as well as over 22 golf courses. But Bend has more than tourists. Full time residents enjoy the outdoor lifestyle, as well as the urban amenities and fine art.

### **Site**

The festival site is a grassy park set on the banks of the Deschutes River. It is across a footbridge from an upscale shopping area, The Old Mill District, that has a wide variety of stores and restaurants. It is a popular place to shop and is also home to the Les Schwab Amphitheater where national concerts are held throughout the summer.

### **Event Background**

Art in the High Desert is a natural addition to a community with active art galleries, monthly art walks, and a popular collection of public art. Designed and organized by a group of art show artists and local art advocates, we know shows from both sides of the booth. Careful thought has been given to media categories, jurying, site, and artist amenities. We want artists and patrons to enjoy a high quality and professional art festival.

### **Important Dates**

December 5, 2012- Artist applications are available on [www.zapplication.org](http://www.zapplication.org)  
February 18, 2013 - Artist applications due Midnight PT

April 8, 2013 - Notification of jury results

May 3, 2013 - Booth fees, completed Artist Agreement + Booth Request due

June 7, 2013 - Last day for refunds

### **Festival Dates and Hours**

August 23, 24, 25, 2013

Thursday: Set up 10am to 6pm (All booth and display set up must be completed on Thursday.)

Friday & Saturday: 10-6pm

Sunday: 10-4pm

### **Contact Info**

Email: [info@artinthehighdesert.com](mailto:info@artinthehighdesert.com)

Phone: 541 322 6272

Mail:

Art in the High Desert

PO Box 5575

Bend, Oregon 97708

Website: [www.artinthehighdesert.com](http://www.artinthehighdesert.com)

### **Festival Size**

111 artist booths

### **Booths**

Booths are 10 x 10 feet. Some corner booths will be available. There will be a limited number of double booths.

### **Booth Fees**

\$375 for a 10 x 10; \$450 for a corner booth; \$750 for a double booth.

Booth fees will be due after acceptance into the festival, by May 3, 2013. A late fee of \$50 will be charged for booth fees arriving after this date. Limited electrical is available for an additional fee. There are no refunds of the electrical fee.

### **Security**

There will be security on duty during the hours that the festival is closed. This includes: Thursday evening, Friday, Saturday morning and evening, and Sunday morning.

### **Application Information: Please read carefully**

Art in the High Desert is using the ZAPP application system.

Please go to: [www.zapplication.org](http://www.zapplication.org) to apply. Slides, photos, links to websites, paper applications will not be accepted.

Artists may enter multiple categories for jurying. Artists wishing to exhibit work produced in more than one media category must apply with separate online user identification, set of digital

images, and jury fee for each category.

For more information on how to apply digitally, please review the tips, FAQs, and imaging techniques found at: [http://www.zapplication.org/imaging\\_tips.phtml](http://www.zapplication.org/imaging_tips.phtml)

### **Jurying requirements**

6 images total: 5 images of work + 1 image of booth.

Please make sure your name or business name does not show in any of your images or titles.

*The booth image is IMPORTANT.* It is factored into the jurys decision. The booth image is used to show how the artist will present their work at our festival. If you do not have a booth image, please provide an image of a grouping of your body of work to give an idea of how you will present your work at the show and how your work looks grouped together.

AHD has a "blind" jury, in that jurors only see an artist ID number and the six images. We want the jurors to make their decisions based on the art alone. ***In all of your images and/or their titles we do not want anything that shows you, your name, your website, the name of your business, your town.*** For 2-d artists if your signature is easily readable on your work, please use editing software to make it unreadable. If you are using a model to display work or show scale be sure you do not use yourself. *Jury points maybe deducted for any of the above that we can see.*

### **Jurying Artist Process Statement**

The jurors are interested in how you make your work. We have allowed 200 characters in the ZAPP application to make this easier for you.

### **Jury Process:**

Images will be juried sequentially on computer monitors by a 4-person jury. Scores will be from 1-7. The jury will be asked to evaluate work using these general guidelines. Each juror has these general guidelines written on a card in front of them as they jury.

Original thought and intent, going beyond the expected, the usual  
Strong overall concept  
Excellence in craftsmanship  
Consistency of style and presentation

### **Jury Fees**

\$30 non refundable

Applicants may pay online on the ZAPP site with a Visa or Master Card or by a check payable to Art In the High Desert.

#### **Send checks to:**

Art in the High Desert  
PO Box 5575  
Bend, Oregon 97708

The check for the non-refundable jury fee must be postmarked on or before February 18, 2013. It

will be deposited upon receipt.

### **Jurors**

Our jurors are professionals, with extensive experience in various art fields. Some are show artists, some gallery owners, some are educators. All are very knowledgeable. Their names and qualifications are posted on our website after jurying is complete. Each year we select a new panel of jurors.

### **Jury Feedback-optional**

If you would like feedback from Art in the High Desert after jurying we are happy to supply you with this. It consists of general comments from the jury room, a checklist of common concerns and observations, as well as brief constructive comments specific to your application. ***You must ask for this at the time of application.*** We will ***NOT*** accept jury feedback requests after the jurying. Our jurors will be making specific notes just for those who request this feedback. The cost for this is \$10. You will indicate on the your ZAPPLICATION that you want Jury Feedback and then send a non-refundable check for \$10, payable to AHD at: Art in the High Desert-PO Box 5575-Bend, OR 97708' postmarked by Feb 18, 2013.

### **Wait List**

We will maintain a waitlist of applicants within the media categories.

### **Refund Policy**

A 70% refund will be returned if an artist withdraws before June 7, 2013.

### **No Sales Tax & No commissions**

There is no sales tax in Oregon. Art in the High Desert takes no commissions on work sold.

### **Rules & Guidelines for Participation**

Art in the High Desert considers the enforcement of its rules to be our exclusive right and responsibility. Adherence to the following rules during the festival is necessary to maintain the quality of the show at a high level for artists and the patrons. Festival officials will be visiting all booths during the show to meet artists and answer any questions. Non-compliance with the Rules & Guidelines can result in requests for work to be removed from display and for sale, and/or expulsion from the show and ineligibility for jurying into future shows. If an artist is removed from the show for non-compliance of the rules, no booth fee refunds will be issued.

1. All work exhibited must be original art produced by the artist. Work done by a production studio is not acceptable. Buy-sell and/or imports are not allowed. Work from kits, commercial designs, done in classes or workshops is also prohibited. Derivative work is also prohibited. Artists selling work that is not their own will be expelled from the festival.
2. All work exhibited must be for sale.
3. Exhibitors must be at least 18 years of age.
4. Artists may exhibit work only in the category in which they were juried. Exhibited work must be consistent in style, quality, and method with juried images.
5. Only artists accepted in the jewelry category may display and sell jewelry.

6. No sharing of booths is allowed.
7. No more than 2 artists may collaborate on work. Both must sign the application.
8. Artists must be present to exhibit during the entire Festival. No proxy of any kind is allowed.
9. A photo ID (drivers license or passport) of the artist is required during check-in. In addition the festival has the right to check ID during the show.
10. Artists are responsible for proper insurance and protection of work and booth. Art in the High Desert is not responsible for damage to work or booth due to weather or unrelated incidents.
11. Accepted artists must prominently display a booth "Artist Statement", with the artist's picture, describing the process and materials used to create the work, and who makes the work. This is a separate statement than the one included with your application. There is no set limit on number of words for this statement.
12. **2-Dimensional Reproductions:**  
All reproductions must be clearly labeled "reproduction" on the front of the piece or clearly labeled on front of bin. Reproduction method should be detailed on a card with each piece. See the Media Categories for more information. Reproductions should not be labeled "prints."
13. **AHD Policy regarding "bread & butter" or production pieces.**  
AHD realizes that in order to make shows financially feasible that some artists must sell less expensive "bread & butter" or production pieces. Our guidelines regarding their sale are: The b&b pieces must NOT be the largest part of your inventory that is displayed. They should occupy only a small part of your booth (you can restock as necessary), meet the guidelines of your category, and be in the same style and category as the work you were accepted in. They must also adhere to the AHD Rules & Guidelines.

## **Media Categories Rules and Guidelines**

Art in the High Desert intends to honor the work made by the hands of the individual artists. The categories are used as a tool to organize and balance the festival. While Art in the High Desert does not have specific numbers for each media we believe that it is important that there is diversity in media both for the patrons and the selling artists. Please read the category descriptions & exceptions carefully.

✓: allowed

✗: not allowed

### **2-D MEDIA GENERAL REQUIREMENTS**

2-D is any work that is by design to be displayed on walls with a one-sided orientation. All images must be original in composition. No copies or derivative work allowed. All displayed work must be for sale.

#### **2-D categories**

##### **2-D Mixed Media:**

✓ Works that incorporate the use of two or more media such as ink & pastel, or painting and collage-type of materials, which are combined in a single original work.

##### **Digital Art:**

✓ This category includes original work created solely on a computer and work created such as scans or digital files. Work must be limited editions, signed and numbered, using only archival

materials. Photography is not permitted in this medium.

**Drawing:**

✓ Original compositions that are drawn by the artists hand incorporating ink, wax, crayon, charcoal, pastel, pencil, ink etc.

**Painting:**

✓ Original compositions that are created by the artists hand in oil, acrylic, or watercolor

✗ Painting over prints or pre-existing images (regardless of the substrate) is not considered an original. These are considered "altered reproductions" and must go in browse bins and labeled as outlined below.

**Photography:**

✓ Photography - includes all photographic processes which begin with a camera lens. The photographic process (including any digital alteration and or hand painting, over painting etc) must be displayed with the photograph. All pieces must be signed, numbered and dated, in a limited edition. Prints must have been processed by the artist or under artist's direct supervision by a reputable service. Prints must meet "archival quality" standards.

**Print Making:**

✓ Prints are defined as multiple originals where the artists hand has manipulated the plates, stone, blocks, composite reliefs, or screens and which are properly signed and numbered in limited editions.

✗ Photocopies, giclees, or offset reproductions, machine-produced images are not considered print originals. They are considered reproductions and must go in browse bins and labeled as outlined below.

**2-D REPRODUCTION POLICIES:**

✓ Limited edition reproductions are allowed. Reproductions must be consistent with the style and quality of the juried work. A reproduction is any work that is reproduced by machine (instead of the hand of the artist). This includes, giclees, photocopies, off-set lithographs, prints, etc. The method of reproduction must be listed on each one.

✗ No reproductions may be hung on booth walls. No more than 15% of the work shown can be reproductions and these must be in browse bins. Reproductions must be labeled as such on the front of each piece along with the kind of reproduction it is. The word "Print" cannot be used unless it is a hand-pulled print. A reproduction of an original that has been altered by adding paint, or other media is considered an "altered reproduction" and may not be sold as an original. Postcards, note cards, calendars, mouse pads, magnets, etc are not permitted.

**For all 2-d Media:**

No mass-produced reproductions will be allowed. Any work printed outside of this country is not allowed. (Unless the artist lives outside of the USA and prints their own work.)

**Browse bins for ALL 2-d media:**

Browse bins must take up no more then 15% of the booth footprint. Example: a 10' x 10' booth could have allowed a 3' x 5' browse bin or some variation of that, up to 15 square feet.

### **3-D MEDIA GENERAL REQUIREMENTS**

#### **Ceramics:**

- ✓ Original functional and/or non-functional works created by the artist from clay, porcelain, stoneware, and/or earthenware.
- ✗ No factory-produced work, no RAM pressed work allowed. Clay work from commercial molds is prohibited. Painted commercial slip-cast work is prohibited.

#### **Fiber: Non wearable & wearables**

- ✓ Works created from fibers, including basketry, weaving, papermaking, leather, and fabric.
- ✗ No mass or factory-produced work is allowed regardless of additional modification or enhancement by the artist.

#### **Glass:**

- ✓ Work that has been hand-crafted by the artist by glass blowing, fusing, casting or kiln forming.
- ✗ No pre-manufactured items, regardless of additional modification or enhancement by artist, are permitted.

#### **Jewelry:**

- ✓ All jewelry must be designed and made by the artist. This can include work that is primarily made from any metals, gems, or stones, precious metal clay (must be labeled as such), flame-worked beads, clay, wood, fiber, etc, that is *artist made*.
- ✗ Any jewelry where the majority of the components are purchased or not made directly by the participating artist. No commercial casts or molds are allowed. Work which has been designed by the artist, but with no subsequent hands-on work by the artist is prohibited. No more than 15% of a piece may consist of commercial findings. Not acceptable are commercially purchased components (beads, glass, gems, pearls, metal, other components not made by the artist) that are strung or assembled and/or twisted on wire, with no substantial original work done by the artist. PMC/ precious metal clay jewelers must label their work as such.

#### **Metalworks:**

- ✓: Original work that is created through the forging, twisting, and fabricating of various metals.
- ✗: Sculpture and jewelry should not be put in this category. Production work is allowed only on a very limited basis. Please see “Bread & Butter” Guideline #13.

#### **Wood**

- ✓ Any functional or non-functional work that is crafted by the artist primarily from wood.
- ✗ Painted and/or wood assemblages where the artist does not make the primary piece. This work should be entered in 3-d mixed media.

#### **Sculpture**

- ✓ Three-dimensional works incorporating any material that are carved, modeled, constructed or cast.
- ✗ If recycled materials are used they must be altered or used in a way that is different from their

original purpose.

**3-D Mixed Media**

✓ Three-dimensional works incorporating multiple materials.

✗ If recycled materials are used they must be altered or used in a way that is different from their original purpose.

[VIEW LEGAL AGREEMENT](#)