



# 2011 APPLICATION FORM

**Final Deadline: Monday, April 18, 2011**

**SUBMIT APPLICATION MATERIALS TO:**

Sharon Lynne Wilson Center for the Arts  
Attn: Hidden River  
19805 W. Capitol Dr.  
Brookfield, WI 53045

**Complete and return page 1 of this form. Please keep pages 2 – 7 for your records.**

**Artist Name:** \_\_\_\_\_

**Business/Studio Name:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**City, State, Zip Code:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Website:** \_\_\_\_\_

**Media Category:** *Descriptions of each category are listed on pages 6-7.*

- Painting & Drawing     Photography & Digital Art     Printmaking     2D Mixed Media  
 Sculpture & 3D Mixed Media     Decorative & Functional Arts     Other \_\_\_\_\_

I, the undersigned, hereby release and agree to hold harmless the *Sharon Lynne Wilson Center for the Arts* and *Hidden River Art Festival* from any damage to my property or any personal injury which I or my helpers may sustain while participating in the *Hidden River Art Festival* on September 16-18, 2011. Further, I agree to abide by the rules for participation as listed in this application, and all policies and guidelines developed by the Sharon Lynne Wilson Center for the Arts. I understand that failure to follow these regulations can mean expulsion from this year's or future festivals. I understand that I store my artwork at my own risk. The Wilson Center does not carry insurance to cover personal property. As an independent contractor I am advised to obtain my own insurance. I consent to the use of photographs taken during the event for publicity purposes and that such photos will be the property of the Sharon Lynne Wilson Center for the Arts. **I understand that there are no refunds, rain checks, or extended show dates due to inclement weather. I understand that there are no refunds of any fees for cancellations after August 12, 2011.**

Applicant Signature: \_\_\_\_\_ Date: \_\_\_\_\_

- Yes, I will donate a piece of artwork to the silent auction that will be held during the festival to benefit arts education programming at the Wilson Center. (Details from the Wilson Center will follow.)
- Yes, I am interested in offering, for free, a mini-workshop or demonstration during the festival. (Details from the Wilson Center will follow.)

How did you hear about the Hidden River Art Festival? \_\_\_\_\_



# 2011 APPLICATION INFORMATION

**Application Deadline: Monday, April 19, 2010**  
**Festival Dates: September 16-18, 2011**

### CONTACT INFORMATION:

Sharon Lynne Wilson Center for the Arts  
 Attn: Hidden River  
 19805 W. Capitol Dr.  
 Brookfield, WI 53045

Phone: 262-781-9470 ex. 5023  
 Fax: 262-781-9198  
 Email: [bbormanlloyd@wilson-center.com](mailto:bbormanlloyd@wilson-center.com)

Web: [hiddenriverartfestival.com](http://hiddenriverartfestival.com)

### APPLICATION CHECKLIST:

- Application form (signed & dated)
- 6 digital images on disk
- List of images – title, size, medium
- Artist’s Statement
- Application fee (*see p. 4*)
- Optional: Self-addressed, stamped envelope for CD return (*full postage required*)

## 2011 CALENDAR

<b>April 18:</b>	<b>Final Application deadline (5:00pm CST)</b>
<b>May 23:</b>	Notification of acceptance status emailed and posted on website: <a href="http://hiddenriverartfestival.com">hiddenriverartfestival.com</a> ( <i>Please do not call</i> )
<b>June 24:</b>	Contracts and booth fees due from invited artists
<b>August 1:</b>	Final confirmations and information emailed to invited artists
<b>August 12:</b>	Deadline to cancel and receive refund on booth fee ( <i>less \$25 administrative fee</i> )
<b>September 15 &amp; 16:</b>	Artist set-up: Thursday, 4-7 pm; Friday, 9 am-12 pm
<b>September 16-18:</b>	6 <sup>th</sup> Annual Hidden River Art Festival: Friday, 1-7 pm; Saturday, 10 am-6 pm; Sunday, 11 am-4 pm
<b>September 18:</b>	Artist load-out: 4pm-6pm ( <i>note that the Wilson Center will close its doors at 6pm but artists may continue to work outside if necessary</i> )

### FESTIVAL OVERVIEW:

The Sharon Lynne Wilson Center for the Arts is proud to announce the 6th annual *Hidden River Art Festival*.

This Festival has become integral to the visual arts program at the Wilson Center and our commitment to living Wisconsin artists. The Festival extends the success of the Center’s Ploch Art Gallery throughout the building and into the surrounding Mitchell Park. Hidden River showcases juried artists in a first-class celebration with only the highest standards of original artwork. The goal of the Festival is to provide patrons greater insight into the large and talented pool of

Wisconsin artists, and convey the breadth of media and style extant today. This is a rain or shine event.

## **ARTIST GUIDELINES:**

**Before applying please make sure your work meets the following criteria.** By applying you agree to abide by the rules, policies and decisions of the Sharon Lynne Wilson Center for the Arts and the Hidden River Art Festival.

The Hidden River Art Festival is a highly selective fine art fair celebrating the Wisconsin artist. Decisions of the jurors are final. Participating artists' booths will be visited periodically throughout the festival to ensure compliance with the rules and standards. Artists will be required to remove all work that is not in compliance. Persistent violation of the rules will result in expulsion from the festival and ineligibility for future festivals. Individuals selling work that is not their own, or otherwise misrepresenting their product or themselves, are not welcome and are requested to refrain from applying.

To apply and enter this show:

- **Artist must be a primary resident of the State of Wisconsin** (maintains a mailing address in Wisconsin and resides in Wisconsin at least 6 months out of the year)
- Artists may only show work in categories approved by the jury.
- Images submitted to jury must be representative of the work to be shown at the festival.
- No work from commercial molds, kits, hand-colored reproductions, or mass production of manufactured work.
- Artists may apply in more than one medium; however they may sell work only in those media in which they are accepted. **The application fee covers ONE application in ONE medium. An additional fee covers one additional application. If applying in more than two different media, please contact the Wilson Center to discuss details.**
- If applying in more than one medium, each submission must be a separate body of work.
- Collaborating artists permitted; only their joint work may be shown. Both names must appear on all application materials. **Only ONE application fee applies and only ONE booth provided.**
- Accepted artists must be present with their work for the run of the festival. If the work is collaborative, each collaborator must be present. All artists must check in upon arrival to receive their packet of information for the weekend.
- All work must be for sale.
- 2-D reproductions allowed with restrictions. Please see our Reproduction Policy on page 6.
- **Images that include the name or likeness of the artist are not acceptable for jurying.**

## **SUBMISSION REQUIREMENTS:**

1. Application form (page 1)
2. Artist's Statement (100 words or less)
3. Application Fee (see Application and Booth Fee Information on page 4)
4. List of images you are submitting for jury (title, size, and medium of each piece)
5. Six digital images (*slides, prints, or websites will NOT be accepted*)

How to format your images:

Your images must be saved in JPEG format, the longest side of the image sized to 1400 pixels with a resolution of 72 dpi. If using Photoshop to resize, use a quality setting of 12 for the best reproduction of your work.

How to send images via U.S. mail:

Burn 6 images to a CD *and include it with the rest of your application packet* addressed to the Wilson Center. Include a self-addressed stamped envelope with FULL postage to have CD returned.

How to send images via the internet:

*Application form and fee must be sent via U.S. mail and received before final application deadline for images to be considered for jurying.*

Follow these steps to electronically "package" 6 images and send them to the Wilson Center using a freeware program called **YouSendIt.com** (*you do not need an account to send files*). You may upload each image separately; however, putting all images into one folder and "packaging" that folder will save upload time.

1. Create an empty folder on your desktop
2. Drag and drop 6 images into this folder
3. Include in this folder a list of images
4. With folder highlighted, right click on it. In the drop down menu, choose SEND TO and then COMPRESSED (ZIPPED) FOLDER. Your folder will "package" itself.
5. Open YouSendIt.com in your web browser
6. Use the fields on their homepage to send an email to **bbormanlloyd@wilson-center.com**. Write your first and last name in the subject line. Use the BROWSE field to attach your "packaged" file from your desktop. Click Send.

Please call 262-781-9470 ex. 5023 if you have any questions.

#### **APPLICATION AND BOOTH FEE INFORMATION:**

Checks can be made payable to *Wilson Center for the Arts*.

**Final Deadline Application fee: \$45.00\*** (non-refundable). Images will not be considered for jurying unless fee is received. Deadline: all materials received by 5:00pm on **Monday, April 18**.

*\*If applying in more than one medium, please see additional fee information listed under Artist Guidelines on page 3.*

Booth Fee: \$210.00. Checks accepted after artists are notified of acceptance into the Festival. Corner Booth Fee: an additional \$55, for a total of \$265. Available on a first come, first serve basis based on date fee is received. Please send corner booth request payment as a separate \$55 check, in case a corner booth is not available.

Taxes: Artists are responsible for collection and reporting of all applicable taxes, including Wisconsin sales tax. The Wilson Center charges no commission on sales. Waukesha County Sales Tax is 5.1%.

Administrative fee: \$25.00 if an artist cancels following payment of booth fees. Booth fees are not refundable after August 12, 2011.

Shipping: Do not ship your work to the Wilson Center. We do not have facilities to store work safely, so we request that you bring your work with you or have it shipped to your hotel.

#### **AMENITIES AND SERVICES:**

- 10' x 10' exhibition space is provided under large tents by the Hidden River Art Festival and located on the Wilson Center's south lawn. **These large tents allow for individual 10'x10' "pop-up" tents to be set up underneath, BUT they must be located in specific sections. If you wish to use your own tent under the larger tent, please contact the Wilson Center to discuss details.**

- Additional behind-the-booth storage is provided with each exhibition space. This is a shared space, sectioned off by drape at the back of the booth. Each artist may use a 2' x 10' section of this space for their storage.
- *All booths* will have a 4-foot section between them, allowing hanging on both sides of your walls if necessary and allowing patrons to walk in between the booths. This holds true for corner booths as well as inside booths. The 4-foot space is shared by adjoining booths; please do not block this space.
- Artists must provide their own displays, backdrops, walls, and tables.
- Festival grounds are grass, so artists are able to stake things into the ground as needed. *Stakes are not provided.*
- Two chairs will be provided at each booth.
- Electricity provided within 50 feet of each booth.
- Artists are able to unload near to their booth during set up/teardown.
- Overnight private security is provided along with City of Brookfield police patrols each night.
- An ATM is provided onsite all weekend.
- Artist hospitality includes:
  - Awards ceremony for artists on Saturday, September 17: 6 – 7 pm
  - Artists' lounge with snacks and access to indoor restrooms
  - Water, soda, and coffee provided all weekend

### **JURYING FOR FESTIVAL INCLUSION:**

A three-member juror panel is selected, with at least one juror residing in the State of Wisconsin. A diverse mix of backgrounds and skills is sought, including artists, educators, and fine art and contemporary craft, gallery, and museum curators/directors. Panelist profiles are posted on the Wilson Center's website ([www.wilson-center.com](http://www.wilson-center.com)). A new jury is selected each year.

Artist applicants are identified by number during jurying and reviewed by category. Scoring is based on originality and creativity, design, technique, craftsmanship, and production methodology. All of the artists' images are viewed in consecutive order. Artist's Statement will be read at the time of projection. The Wilson Center may limit the number of artists accepted in some categories in order to present a balanced show.

The jurying proceeds as follows:

1. Initial scoring: The artist statement is read while the images are shown for scoring (image description and sizes may be read, if requested by a juror).
2. Review: High scoring submissions, submissions with widely varying scores, and submissions requested for review by a juror, are viewed a second time and discussed. Jurors may revise their scores. Final scores are recorded.
3. Festival Composition Session: The juror panel views the top choices selected from all media. There are no quotas in any medium. The jury group balances the number of artists in each medium, taking into account the uniqueness of the work when compared to the work of artists

already invited and the appropriateness of work for the festival. Final selections are made and a waiting list is established by the jury.

## **JURYING FOR AWARDS:**

Two independent jurors are invited to evaluate the work of the artists during the festival and together select award winners. Awards are given for outstanding work in any medium and are presented at the Saturday evening awards ceremony. People's Choice award ballot is given to each visitor to the festival. Artist's Choice: Artists will be given a ballot to vote for artwork they feel is particularly strong. Ballots are collected and counted on Saturday prior to the awards ceremony. **All** awardees receive an automatic acceptance to return to the festival next year.

## **AWARDS:**

- (1) Joanne Johnson Best of Show - \$1,000.00 and option for an exhibit in the Wilson Center's Ploch Art Gallery, acceptance to 2012 Festival
- (2) Jurors' Choice - \$500.00, acceptance to 2012 Festival
- (1) People's Choice – recognition in public signage, acceptance to 2012 Festival
- (1) Artists' Choice – recognition in public signage, acceptance to 2012 Festival

## **REPRODUCTION POLICY:**

Because it is part of our mission to foster appreciation for the value and importance of art in the lives of all people, including those who cannot afford original work, we believe it is important to offer the public the opportunity to buy reproductions, hoping that as their incomes grow they will turn to original work. This transition is possible only if customers understand exactly what they are buying, and the process behind it.

- For the purposes of this festival, **reproduction** will be defined as any image that exists for the sole function of replicating an original work. (***This includes Giclee prints.***)
- All reproductions must be of the artist's own original work and work that the artist reserves all copyrights to.
- All reproductions must be clearly and individually labeled on the front of the each piece as such; no other terms such as "print" or "offset lithograph" may be used. Labels must say "reproduction."
- Reproductions must be in signed editions of no more than 500.
- No "hand-colored" reproductions.
- **Reproductions are a subsidiary part of the artist's display and may not consume more than 20% of the entire booth space.**
- No framed reproductions may be displayed on the walls of the booth; all reproductions must be unframed reproductions and must be displayed in browse bins.
- Violators of the spirit, as well as the letter, of this policy will be asked to remove their reproductions.

## **MEDIUM DEFINITIONS:**

Media categories are used by the Hidden River Art Festival as a tool for organizing artists' images into logical, related groups for the jury's review. While a balanced show that equitably showcases both works of fine art and fine craft as well as diversity among media is a principal Festival objective, the Festival establishes no quota or entitlement by media category.

**Painting & Drawing** – Original artworks created using wet media including oils, acrylics, watercolor, encaustic, etc. and/or dry media including graphite, charcoal, pastels, pencil, pen, crayons, chalk, etc. Also includes the fluid medium of inks and washes applied by pen or brush.

**Photography & Digital Art** - Original work for which the image has been created using a camera as the primary source of imagery that ends with a 2-dimensional print OR other source material that has been manipulated and produced by the artist using a computer as the primary tool of manipulation or creation. Work in this category must be in limited editions, signed and numbered on archival quality materials. ***Photographers are required to disclose their creative and printing processes.***

**Printmaking** - Printed works for which the artist hand-manipulated the blocks, plates, stones, or screens. Prints must be signed and numbered as a limited edition. *Printmakers are required to disclose their creative and printing processes.*

**2D Mixed Media** – Two-dimensional original work created in any medium. Work is viewed on one plane (painting, prints, etc.) and consists of two or more mediums with no single medium being dominant.

**Sculpture & 3D Mixed Media** - Three-dimensional original work created in any medium OR work that is viewed on two or more planes (vases, globes, etc.) and consists of two or more mediums with no single medium being dominant.

**Decorative & Functional Arts –**

- Original clay and porcelain work other than jewelry. If multiple pieces of the same design are displayed, the artist must sign each piece. No machine-made or mass-produced work is permitted.
- Work crafted from fibers, including basketry, embroidery, clothing, weaving, tapestry, and papermaking. No machine-tooled, machine-screened patterns or miscellaneous forms of mass production are permitted. All *factory-produced* wearable items, regardless of additions or enhancements made by the artist (beads, buttons, etc.), are not accepted in this category.
- Glass works that are functional or decorative by design and are kiln-formed or have been crafted by glass blowing, molding, or casting. Works may be etched or engraved. No forms of mass production are permitted.
- Fine-crafted furniture made from wood, metal, leather, stone, etc. Furniture items must be unique. Any industrial or factory-produced furniture will not be accepted.
- ALL jewelry, whether produced from metal, glass, clay, fiber, paper, plastic or other materials. No commercial casts, molds or production studio work is allowed.
- All non-sculptural, non-jewelry works crafted from metals. No production studio work is allowed.

**Other** \_\_\_\_\_