

*The Festival of the Arts Council and the University of Wisconsin  
Stevens Point College of Fine Arts & Communication*

*invite you to participate in the 38th Annual Stevens Point*



# FESTIVAL OF THE ARTS

**Sunday, March 28, 2010**  
**10:00 am–4:00 pm**

**The Festival of the Arts Council** was established in 1971 to promote the fine arts in Wisconsin via two methods—the display and sale of artwork through an annual show, and through the awarding of scholarships to students in art and design.

**Entry Deadline**  
Monday, November 30, 2009  
(postmark)

**Notifications sent**  
week of December 15, 2009

**Refund Deadline**  
Monday, March 15, 2010

**Festival Co-Chairs:**  
Mark Brueggeman  
Deb Wolf

**Phone:** (715) 346-4917

**Email:** PointFoA@gmail.com

**Website:**  
[www.FestivalOfTheArtsStevensPoint.org](http://www.FestivalOfTheArtsStevensPoint.org)



*Richard Gamsky photo*

## Location/Audience

The Festival of the Arts takes place in Stevens Point—in the heart of Central Wisconsin. Artists and festival-goers come from all over Wisconsin, Minnesota, Iowa, Michigan, and Illinois. Attendance to the festival is in the 1,100–1,500 range for a single day.

The beautiful Noel Fine Arts Center on the campus of the University houses this indoor festival, where patrons browse two floors of 50+ artists' booths.

## Display & Set-up

- Each artist's booth space is approximately 8' x 10'. Due to the organic floor plan, some spaces are wider and shallower than this. If you have a display with fixed dimensions, please note this request on your Artist Application.
- Artists must supply their own display materials including booth/canopy, pedestals, lighting and extension cords.
- Electricity will be available at no additional charge to the Artists. Wattage is limited to 500W.
- Special requests will be accommodated as long as availability allows.
- If requested, assistance will be available for Artists' set-up, break-down, unloading and loading.
- Elevators are located in the building for access to the mezzanine-level.

## Standards & Rules

- All artwork must be original. Mass produced or commercial products are not allowed to be in the show.
- Artists accepted into the Festival will be selected by a panel of qualified jurors.
- Two-dimensional work must be appropriately matted, mounted and/or framed. All work exhibited by artists must be in the same media and of the same quality of that represented in application images.
- Only one exhibitor is permitted to show in each booth. The exception to this rule applies to work that is entered and juried as collaborative.
- All sales are conducted between the artist and purchaser. Artists are responsible for collecting and reporting Wisconsin sales tax.
- All funds generated from jury and registration fees are used for cash prizes, publicity, scholarships, and operating expenses.
- The FoA Council reserves the right to ask any exhibitor not complying with the rules and standards to leave the show.



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## Special Events ■ ■ ■ ■ ■

### Silent Auction

Each year proceeds from our silent auction event are used to fund scholarships for university students in the Departments of Art & Design, Music, and Theatre & Dance; and for area high school students. These awards are an investment in the future of art students. Your donations make this encouragement and support possible. **Thank you!**

### Festival Banquet

There is a Saturday evening banquet for artists and their guests sponsored by the FoA Council. During the evening event student scholarship winners will be recognized. The event begins at 6:00pm.

### Housing/Accommodations

Area motel information will be included in acceptance packets and on the web site. Housing is also available in private area residences. If you desire housing in a private residence, please choose this option on your Artist Application.



## Sales Promotion ■ ■ ■ ■ ■

**Art\$**—an advertising and sales promotion program was introduced to heighten the profile of the Festival of the Arts and to increase sales for individual artists. Patrons are able to buy **Art\$** at a reduced price (\$20 for each \$25 certificate) before the Festival to use them for purchases from the Artists on the day of the show. The FoA Council pays Artists the full value of each certificate they accept.

## Artist Awards ■ ■ ■ ■ ■

The FoA Council annually recognizes one Best of Show winner and nine Award of Excellence winners. We welcome **Andrew McGivern**, Curator of Exhibitions, Leigh Yawkey Woodson Museum, as judge for the 2010 Stevens Point Festival of the Arts.

In addition to monetary awards totalling \$2,500, winning artists are guaranteed boothspace at the Festival of the Arts for the following year. Should they wish to participate, the jury selection process and jury fee are waived this year for

these 2009 award winners:

### 2009 Best of Show Winner

Rick Foris—Ceramics

### 2009 Award of Excellence Winners

Marilyn Cuellar—Drawing

Thomas Dumke—Wood

Debra Dembowski—Jewelry

Sharon Fujimoto—Glass

Paul Klein—Mixed Media

Nancy Krahn—Jewelry

Bill Lemke—Photography

Tim Marcotte—Ceramics

Lee Mothes—Painting

Lou Zale—Mixed Media

## Application

### Procedure ■ ■ ■ ■ ■

#### Image Submission

Applicants must submit four (4) digital images on PC-formatted CD. Three (3) images that represent the work you will be exhibiting and one (1) of your booth set-up.

Each image should be submitted in the following format:

High quality JPEG saved with quality setting of 90% or better. TIP: To maintain the highest quality, all editing should be done in full resolution and files should be saved using a lossless format like TIFF or PSD. Only after editing is complete should you resize and save a copy to the JPEG format.

Images should be in proper orientation for viewing (upright on monitor).

Limit the file size to no more than 1MB per image.

File name should be in the following format: number\_applicant name\_title.jpg.

Number should be two digits with a leading 0—this will allow for easy ordering of the images to match your work sample description submitted via Artist Application. Abbreviate where possible to keep the file name short. Here are examples:

01\_SallySmith\_Title.jpg

02\_SallySmith\_Title.jpg

Electronic images should be submitted on a CD. At this time we are unable to accept submissions via e-mail. Send CD in appropriate container (e.g. plastic case, cardboard sleeve, etc.). Clearly mark CD and its container with the applicant's name.

Provide an appropriately sized SASE with adequate postage if you request the return of your CDs. Accepted and alternate artists' CDs will be retained by the Festival Council and if requested, returned after the event is over. Images from accepted Artists may be reproduced for 2010 Festival of the Arts advertising and promotion.

Please include a brief Artist Statement (15-20 words) describing your work, your medium and technique on Artist Application form.

### Jury Fee

There is a \$10 non-refundable jury fee assessed for each application.

### Registration Fee

The fee for registration as an exhibitor is \$90. This fee will be refunded to non accepted artists.

### Artist Application Form

Complete form and send with Image CD and **separate checks** for Jury fee and Registration fee to:

### Festival of the Arts

P.O. Box 872

Stevens Point, WI 54481-0872

**Entry Postmark Deadline—  
Monday, November 30, 2009**



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P.O. Box 872  
Stevens Point, WI 54481-0872  
www.uwsp.edu/cofac/foa/

## Artist Application

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (day) \_\_\_\_\_ (eve) \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

WI Seller's Permit # \_\_\_\_\_

Wisconsin Department of Revenue Sales and Withholding: (608) 266-7776

### Please Indicate Your Participation

#### Silent Auction

Proceeds are used to fund scholarships for university and high school students. Contributors will receive a receipt for the donated pieces.

Yes, I will donate work for the Silent Auction. Thank You!

#### Housing/Accommodations

For those artists arriving Saturday night housing can be obtained at no charge in private residences. Artists requesting housing will be contacted by a host family directly. Please indicate if you have special needs, i. e. pet allergies.

Yes, I would like housing. Number in party: \_\_\_\_\_

Smoking: Yes / No

Special requests: \_\_\_\_\_

#### Festival Banquet

An informal supper for artists and their guests, sponsored by the FoA Council, takes place Saturday at 6:00pm.

Yes, I will attend the banquet. Number attending: \_\_\_\_\_

### Acceptance

■ I accept the rules and regulations regarding my participation in the 2010 Festival of the Arts and grant my permission to use images of my work to promote the show. As a condition of my participation I agree to bear all risk and responsibility for any loss, theft, or damage to my work or other personal property despite cause, and to abide by all rules and standards set forth by the Festival of the Arts Council.

Signed \_\_\_\_\_ Date \_\_\_\_\_

### Checklist

Completed and signed Application Form  Image CD (3 of work, 1 of display)

Jury Fee: \$10 check  Registration Fee: \$90 (separate check)  SASE

The Festival of the Arts Council is not responsible for any applications lost or damaged.

**Entry must be postmarked by Monday, November 30, 2009**

Medium/Catagory: \_\_\_\_\_

Artist Statement (15-20 words):  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Image Descriptions:

01 \_\_\_\_\_  
\_\_\_\_\_

02 \_\_\_\_\_  
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03 \_\_\_\_\_  
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04 \_\_\_\_\_  
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Special Display/Electrical Requests:  
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