



**Northeast Iowa Artists' Studio Tour • October 2, 3 & 4, 2015 • 10-5 Daily • www.IowaArtTour.com**

**POSTMARK DEADLINE TO APPLY FEBRUARY 28, 2015**

**Mission statement:**

To provide for the public to experience the artist in their studio surroundings, to view the tools utilized, and the techniques involved in the creation of the artists work and to purchase art directly from the artist.

**calendar 2015**

**February 28.** Postmark Application deadline  
**March 24** ..... Notification of acceptance  
**March 31** ..... Web Profile Due - email  
**April 21** ... Welcome/Organizational meeting  
**May 1** ..... Artists' mailing lists due, formatted  
**October 2-4** – Tour Friday-Sunday, 10-5 daily  
**January 26, 2016** Annual Meeting (tentative)

**artist checklist** Separate checks to: NIAST Inc.

\_\_\_ Fee(s): \_\_\_\$20 Jury \_\_\_\$250 single/location \_\_\_\$430 double  
 \_\_\_ Scans \$15 each \_\_\_ SPONSOR = amount \_\_\_\_\_  
 \_\_\_ **4 images-new Artists + self + studio. Email**  
 \_\_\_ **Returning Artist- 1 NEW ART IMAGE REQUIRED +self**  
 \_\_\_ **Detailed map and directions**  
 \_\_\_ **DUE w/Application/Win Art studio drawing (Opt) -**  
 image/value/description

**media - limited to fine art/fine craft**

Items allowed: Painting, sculpture, jewelry, photography, clay, wood, glass, printmaking, handmade paper, fiber, etc. as seen at Fine Art Fairs. All works must be original in concept and design and executed by the applicant: works from molds/kits, commercial/manufactured items, and buy/sell not permitted. Juried via email by professional artists. Items exhibited must be representative of those juried in. Criteria based on: originality/quality of work, working studios, and location within 40 miles from Decorah city limits, in Iowa.

**entry fees/categories - Postmark Deadline Feb 28, 2015**

Submitted application is agreement to participate, fees are non-refundable. Checks of those not selected returned. Text subject to editing.

- **\$20 JURY FEE - All new applicants who have not exhibited previously include a nonrefundable Jury fee.**
- **\$250 - 1 MEDIA - 1 BOX in brochure - Individual or Collaborative Media** (2 artists creating 1 media, both Artists sign each piece or use business name) 1 contact info, 1-2 pictures at discretion of designer. 10-18 word description.
- **\$430 - 2 SEPARATE MEDIAS - 1 BOX in brochure - Family/Married that are 2 Individual Artists, living at 1 location.** 2 pictures/1 of each media, 1 contact info, 10-18 word description in total (equals \$215 per artist). *This choice is optional, may choose individual category instead for \$250 each, if 1 box per media/more space is preferred.*
- **\$430 - 1 MEDIA AT ARTIST'S BUSINESS/GALLERY LOCATION - 1 BOX in brochure.** For an Artist with a gallery representing other work in which more than 25% of items for sale are other than Artist's artwork. 2 pictures/1 of media and 1 of gallery interior, 1 contact info, 10-18 word description total, (fee equals \$215 per artist, \$215 for business location/advertising).
- **\$250 - BUSINESS/HOSTING LOCATION, hosting an Accepted Artist(s) at site.** Fee is required from the location, when hosting an artist(s)- and is NOT the studio of an accepted artist. Participation is subject to review by the NIAST board. Submit 10-18 word listing. Accepted Artist(s) fee required in addition to location fee. Artist space must be at least 10'x10'. Details negotiated and agreed upon by both parties prior to acceptance between Artist(s) and location. Listing similar to Artists on web-site. In brochure no guarantee of separate box for location information. Per the Mission statement of the Studio Tour, preference is given to brochure space for Studio Artists. Efforts will be made to display location in inset or other location if location is of historic, cultural or arts related significance, similar to 2014 brochure layout.

\*Each participating artist exhibiting at the Business site must submit a completed application. Only accepted artists permitted to exhibit.

**digital images - EMAIL OR SEND Duplicate CD's only - will not be returned.**

- **New applicants submit 4 digital images emailed or on cd with application:** 3 of current work, in proportion to work exhibited, 4th of you-at-work. Images specs: min 4" short side, 300 DPI Jpegs. 1- 5MB each. **Email Subject Line: NIAST 2014 - IMAGES - (Your Name)**
- **Slides or photos - add \$15 per image for digitizing, include SEPARATE CHECK, non-refundable.** NIAST will digitally photograph artwork for your brochure application, minimum cost \$40, call Darla Ellickson 382-2295.
- **New Applicant(s) must submit detailed map and directions, short paragraph from nearest major intersection.**

- **Returning Artists must submit 1 new artwork image by Feb 28 - on cd or email to [darla@earloops.com](mailto:darla@earloops.com).** Minimum size 1 to maximum size 5MB, 300dpi, JPEGs. Images less than 200k do not print well. Label with: last name, first name, #.
- **Artist profiles on web:**. Due Mar 31. Submit short paragraph and 3-5 images. **Email Subject Line: NIAST 2015 - PROFILE - (Your Name)**

### **brochure bulk mailing - submit your customer list - by May 1 - digital only -**

In 2014 NIAST mailed over 9000 Tour brochures in a bulk mailing to clients from Artists mailing lists, past requests, and survey cards. Survey cards show that this mailing is NIAST's most effective advertising. Send your list with your application, or before May 1. **ONLY Compatible Excel, tab-delineated, or Filemaker Pro format, sorted by zipcode. In separate digital file, send your names to delete.**

### **artists' responsibilities**

- All exhibitors are responsible for collecting 7% Iowa sales tax. For a number call 1-800-367-3388. Your name is submitted as an exhibitor.
- NIAST Inc. recommends Artist(s)/locations maintain their own individual liability insurance.
- Artist's Studios/locations must be open all Tour hours and Artist must be present all days. Artists are encouraged to demonstrate.

### **win art program - drawing for an Art prize - at your studio - you ship**

Participation is voluntary. Uniform drawing card pdf emailed, return to Tour for bulk mail list. Submit item image, description and value with application for web-page and brochure. **Display art at your studio, draw a winner from tour-goers at your spot - encourage attendance.**

### **looking for sponsors and advertisers - deadline March 31 for inclusion in brochure**

**SPONSOR Program "Tour Buck\$"** - Sponsor Levels

1. **Friend of the Arts** - For every \$100 you get \$10 in Tour Buck\$ + your name on [www.lowaArtTour.com](http://www.lowaArtTour.com) (+ in brochure space allows).
2. **Sponsor** - For \$200 (up to \$1000) **you get above, logo + your website** in brochure and on website. Higher dollars = higher listing.
3. **Major Sponsor** - For \$1000 and above, you get **above - larger - Major designation** - and more **Tour Buck\$** to spend - of course!

**Advertising - in the Lodging and Dining section** - 1 listing for \$85. A business with 2 locations can advertise both for \$150. Prepaid only.

Reach 30,000+ discriminating, cultural tourists in a full-color **brochure** and plus more than 350,000 hits on the **website!**

**Contact individuals or businesses to be a sponsor or advertiser.** Or let Glen know whom you recommend he contact: [glenxn@gmail.com](mailto:glenxn@gmail.com) or [darla@earloops.com](mailto:darla@earloops.com) 563-382-2295 for more information or an invoice sheet.

### **membership**

Participation in the Northeast Iowa Artists' Studio Tour (NIAST, Inc.) includes being a member in the NIAST Inc. organization. NIAST Inc. is a 504(a) not for profit organization. NIAST membership is on an annual basis from your acceptance of that year until the next years applications are available. Members vote for the NIAST Inc. board annually and on items as presented to them by the board. Any participating Artist may run for the board. The board determines policy. Board positions are 3 years and are staggered. Board members are voluntary and not compensated. Current 5-member board includes: Steve & Peggy Kittelson Glen & Darla Ellickson, Paula Brown. **Contact: Darla or Glen Ellickson • 563-382-2295 • [darla@earloops.com](mailto:darla@earloops.com)**

### **2014 Tour made possible by these sponsors**

#### **\*Tour Artists**

#### **Major Sponsors**

- KDEC/FM 100.5 Radio, [www.kdecradio.com](http://www.kdecradio.com)

#### **Sponsors**

- \* Darla/Glen Ellickson, Jewelry, [www.Earloops.com](http://www.Earloops.com)
- \* Nate/Hallie Evans, [allamakeewoodfiredpottery.com](http://allamakeewoodfiredpottery.com)
- Dave & Brenda Carlson
- D.Art.Co (formerly DRAC)
- Decorah Bank & Trust, Member FDIC
- Bank of the West of Decorah, Member FDIC

\* Kerndt Brothers Savings Bank

\* New Albin Savings Bank

• KZCQ Super C FM 102.3 Radio

• T-Bock's Sports Bar & Grill, [www.tbocks.com](http://www.tbocks.com)

#### **Friends of the Arts**

\* Douglas Cole Art Pottery

\* Mary Ann Gloe - Paintings

• Viking State Bank & Trust

#### **In-kind Sponsors**

• Winn. Co. Convention & Visitors Bureau

\* Julie Strom Photography

• Trevor Huinker Solutions