



2012 CALL FOR ART: *Deeply Rooted*

Attention Local Artists

The Dane County Cultural Affairs Commission (aka Dane Arts) issues a call for visual artists to submit art for consideration and inclusion in the Dane Arts **2014 art calendar** and **2013 art poster** and **companion bookmark**. Each year, thousands of calendars, posters, and bookmarks are distributed throughout Dane County and beyond. They have become beloved icons that showcase brilliant work created by local artists and highlight the vitality of Dane County's artistic and cultural landscape.

Application Deadline

September 1, 2012 (received in Cultural Affairs Commission office or postmarked)

Eligibility

Original two-dimensional art in all mediums will be considered. Artists must be Wisconsin residents at the time of application; Dane County artists receive strong preference. New artists who have not been selected for past Cultural Affairs Commission publications are highly encouraged to submit work. Selected original artwork must be available in case it needs to be re-photographed to meet production specifications. If this step is required, Dane Arts will assist.

Entry Checklist

All images submitted will be considered for selection. Fourteen images likely will be chosen for the calendar and one or more images likely for the poster and bookmark.

- Completed application form available at www.danearts.com or from Cultural Affairs Commission office
- Submission fees are non-refundable (check payable to Dane County Cultural Affairs Commission):
 - Regular fee \$25
 - Full-time student fee.....\$5
- Up to six images (slides or digital format) of recent artwork in any two-dimensional medium
- Printed list describing work
- Artist bio of 200 words (maximum)

Awards

Selected artists will be notified by December 31, 2012. Wisconsin galleries representing selected artists also will be acknowledged, if desired.

- Selected artists will receive the following **honorarium** for reproduction rights in calendar, poster, bookmark, and promotions:
 - Calendar.....\$100 (per image)
 - Poster/bookmark..... \$500*
- Selected artists also receive a small supply of free calendars, posters and bookmarks for personal distribution.
 - *Poster/bookmark honorarium subject to change based upon design.*

***Deeply Rooted* – 2012 Theme**

Artistic interpretation of *Deeply Rooted* can be literal or abstract. Art images might relate to actual roots---the plant body parts typically but not always below ground that bear no leaves. Or they may relate to ideas, principles, people, practices or attributes that are deep-rooted, or firmly connected, fixed or held. Showcased art will in one way or another depict this theme and characterize the distinction of our Dane County local culture. Favored images will provocatively and positively evoke Dane County. Broad and creative interpretation of *Deeply Rooted* theme is welcomed. Representation of the seasons and annual cycle is desired.

Selection Criteria

Selection criteria applied by Dane Arts Art Advisory Committee include:

- Evocation and representation of Dane County cultural life
- Artistic quality
- Balance of seasonal representations of Dane County
- Market appeal
- Illustration of the theme

For Digital Images

- Files must be submitted on a CD and oriented as you wish them to appear when projected
- Images must be high resolution (at least 300 dpi, with output size of approximately 5"x7" for calendar and larger output for poster)
- JPEG format (preferably with sRGB color profile embedded)
- Each image must be labeled with the artist's name and a number that corresponds to a printed list with the following information:
 - ✓ Image number
 - ✓ Title of work
 - ✓ Date made
 - ✓ Medium
 - ✓ Dimensions (height x width)
 - ✓ Acknowledgement of gallery or owner, if appropriate

For Slides

- Only 2"x 2" slides in cardboard or plastic mounts are acceptable, i.e., regular 35mm industry standard
- Each slide mount should have a dot indicating the lower left corner of the work
- All slides must be identified by the artist's name and a number that corresponds to a printed list with the following information:
 - ✓ Slide number
 - ✓ Title of work
 - ✓ Date made
 - ✓ Medium
 - ✓ Dimensions (height x width)
 - ✓ Acknowledgement of gallery or owner, if appropriate

Submitted images should be of highest quality possible, with color accuracy representing original artwork.

E-mail entries will not be accepted.

Send application and art submissions by 9/1/12:

Karen Crossley, Director
Dane County Cultural Affairs Commission
Room 421, City-County Building
210 Martin Luther King, Jr. Boulevard
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Contact info:

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