



ARTISANS *Road Trip*

OCTOBER 1ST & 2ND

SATURDAY: 9 AM – 5 PM

SUNDAY: 12 PM – 5 PM

Add your studio to the 2022 Artisans Road Trip Directory

The registration fee is the standard \$150 per artist. Your fee helps the Pearson Lakes Art Center organize, market and promote this annual fall event.

Demonstrate your skills, exhibit and sell your original fine art via a self guided studio tour through scenic Northwest Iowa. The Artisans Road Trip has encouraged throughout Northwest Iowa education, diversity, tourism, economic growth and art appreciation.

Join the 2022 Artisans Road Trip!

The Artisans Road Trip, originally organized by and for artists nearly two decades ago, is a self-guided studio tour reaching Emmet, Palo Alto, Dickinson, Clay, Buena Vista and Cherokee counties.

In 2022 the organization of the event moved to the Pearson Lakes Art Center to continue this tradition of sharing the creativity of Northwest Iowa and continuing the A.R.T. organization's original mission to promote a venue for established artisans to demonstrate their skills, exhibit and sell their original fine art via a self-guided studio tour through scenic Northwest Iowa, thereby encouraging education, diversity, tourism, economic growth and art appreciation.

Using the A.R.T. Directory, visitors are invited to make Northwest Iowa a weekend road-trip destination – traveling scenic byways and back roads looking for one-of-a-kind art treasures, education and experiences.

When you are part of the A.R.T. tour, you will offer a rare glimpse into your creative process, demonstrate your craft in a personal and unique workspace, and exhibit and sell your work.

We'd love to have you as part of our roster!

For the artisans involved, the Road Trip is a powerful networking and marketing opportunity. Not only can you personally connect with a wider audience, you also get to know the other artists on the Road Trip working and creating your area.

Being part of the Artisans Road Trip

Whether you've been part of A.R.T. before or would like to be part of it for the first time, Artisans Road Trip is a valuable tool to share and connect with clientele visiting Northwest Iowa for this annual tour.

Many artists feature their works in their own studio/gallery location, or often find and share a host venue. If you need ideas, we are here to help. Email Danielle at visual@lakesart.org for recommendations on how to work with a host location, tips on how to share your work for the weekend, and more.

Your participation in A.R.T. includes:

Your work and studio would be included in the Artist Directory with detailed directions to artists' studios, available online.

Links to your personal website and social media handles, encouraging year-round engagement of potential clients.

Opportunity to connect with new clients and other artists participating in the Road Trip.

Tools and links to share the Directory and other marketing pieces on your social media (expand your impact with clients!)

Your participation helps to advance Northwest Iowa Art, creating economic impact, and developing local markets and tourism.

ARTISANS *Road Trip* ————— 2022

Rules of Entry

- The participation fee is \$150.00, per artist. Artists may display together in one location, but each artist MUST submit their own \$150.00 fee - payable at time of entry.
- All work must be original in concept and executed by the artist.
- Artists must be present to demonstrate and manage their studios during the stated event days and hours.
- Artists may show at a host studio. If you are in need of a host studio, make a note on the application or reach out to Danielle at visual@lakesart.org
- A jury committee will review work - **all decisions are final.**
- Judging for acceptance will be made from digital images submitted.
- Each artist MUST submit 3 images of current work produced within the past 2 years.
- Images need to represent the quality of work you will be showing.
- **ENTRIES MUST BE POSTMARKED BY APRIL 29, 2022.** Late entries will not be accepted
- Each artist is responsible for your own liability insurance.

Entry Information

- **Submit 3 JPEG images of your work.** Images will only be accepted in JPEG format at 300dpi sent via email to visual@lakesart.org. Name each image with artist name and title of work. Example: ArtistName_Titleof_Work.
- **Information.** The descriptions of your art work and the directions to your studio will appear in the A.R.T. brochure and website as you have submitted them.
- **Artist Fee.** The \$150.00 will be returned if the work is not accepted. The artist fee for accepted artists is non-refundable. Make checks payable to: Pearson Lakes Art Center.

If you have questions or want to participate at a location other than your own studio space, please contact Danielle at visual@lakesart.org if you would like ideas or help with placement.

APPLICATION

April 29: Application deadline & post date

May 13: Notification emailed to artist

Meetings: Artisans will be notified via email in advance

Oct 1 & 2: Official A.R.T. weekend event

Name: _____ Email: _____ Phone #: _____

Website: _____ Facebook: _____ Instagram: _____

Studio Address: _____ Is Studio Handicap Accessible? Yes No

Studio Hours: (If applicable) _____ Is Business by Appointment Only? Yes No

Directions to Studio: _____

Sales Tax Permit #: (for sales tax permit info, contact: www.state.ia.us/tax) _____

Description of Work (1,000 characters with spaces):

Please check your first choice to use in the directory

Entry #1 Title: _____
Date: _____ Media: _____

Entry #2 Title: _____
Date: _____ Media: _____

Entry #3 Title: _____
Date: _____ Media: _____

I do not hold the Pearson Lakes Art Center responsible for loss/damage of any kind.

Signature: _____ Date: _____

Please email application to visual@lakesart.org. Entrance fee check of \$150 made payable to Pearson Lakes Art Center.
Mail to: Artisans Road Trip, Pearson Lakes Art Center, PO Box 255, Okoboji, IA 51355