



ARTISANS *Road Trip*

OCTOBER 7TH & 8TH

SATURDAY: 9 AM – 5 PM

SUNDAY: 12 PM – 5 PM

Add your studio to the 2023 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 promotes education, diversity, tourism, economic growth and art appreciation throughout Northwest Iowa.

Join the 2023 Artisans Road Trip!

“The Artisans Road Trip (A.R.T.), is a self-guided, county-wide studio tour celebrating the arts and artists of Northwest Iowa! We invite you to be a part of this rewarding and long time tradition!

Two decades ago, a group of artists opened their studios to the public for the first annual Artisans Road Trip. Today, A.R.T. is organized by The Pearson Lakes Art Center and continues to reflect the original mission of creating a connection between the visual arts community and the public. A.R.T. provides a forum for visitors to meet artists in their own working environment, gain insight into the creative process and a greater appreciation for the value of the work our artists produce.

The A.R.T. Directory, a compilation of participating artists and their locations, beckons visitors to Northwest Iowa as a weekend road-trip destination - traveling beautiful byways and back roads looking for one-of-a-kind art treasures, education, and experiences.

As a participating artist, you will offer a rare glimpse into your studio practice, demonstrate your craft in a personal way, and also exhibit and sell your work. This event is a powerful marketing and networking opportunity. Not only do you personally connect with a wider audience, you also become familiar with other artists working and creating in your local area.

We will provide:

- The A.R.T. Directory. This includes your name, contact information, detailed directions/map to your studio, and description and photo of your work available online.
- Links to your personal website and social media handles, encouraging year- round engagement of potential clients.
- Tools and links to share the Directory and other marketing pieces on your social media, expanding your impact with clients!
- Marketing of the event using Pearson Lakes Art Center social media platforms, mailings, and radio promotion.

Many artists feature their work 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 tips on how to work with a host location, how to share your work for the weekend, and more.

Like us on Facebook



@Artisans Road Trip

Visit us Online



lakesart.org/special/artisans-road-trip

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 will be used in marketing for A.R.T.
- Images need to represent the quality of work you will be showing.
- **ENTRIES MUST BE POSTMARKED BY APRIL 28, 2023.** 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_Title_of_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 28:** Application deadline & post date**May 11:** Notification emailed to artist**Meetings:** Artisans will be notified via email in advance**Oct 7 & 8:** 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