



THE CENTER FOR THE VISUAL ARTS
427 N 4TH STREET — WAUSAU, WI 54403

International Wisconsin Ginseng Festival Poster Contest Exhibit Calendar

June 3, 2017 Deadline for Online and Postmarked Entries

Week of June 12, 2017 Acceptance Notification

July 11 - 14, 2017 Delivery of Artwork to the CVA

July 21 - September 17, 2017 Exhibition Dates



THE CENTER FOR THE VISUAL ARTS

— 2017 —

International Wisconsin Ginseng Festival Poster Contest Exhibit Prospectus



ON EXHIBIT: JULY 21 — SEPTEMBER 17, 2017

Inviting your International Wisconsin Ginseng Festival Poster Contest entry:
photography, painting, drawing, original printmaking, fibers,
graphic design, textiles, and mixed media

THE CENTER FOR THE VISUAL ARTS

427 NORTH FOURTH STREET — WAUSAU, WISCONSIN — 54403

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THE CENTER FOR THE VISUAL ARTS

The Center for the Visual Arts is an independent non-profit organization located in the heart of the arts district in downtown Wausau, Wisconsin. The CVA offers many classes for all ages and skill levels in a wide range of techniques. It presents juried and invitational fine art exhibits in the Galleries on the 400 Block; and it maintains a Gift Shop featuring works from over 100 artists.

The Wausau/Central Wisconsin CVB & The Center for the Visual Arts is accepting poster designs for the first International Wisconsin Ginseng Festival!

2017 International Wisconsin Ginseng Festival Calendar

2017

Sat, June 3	postmark deadline for submission and uploaded images to International Wisconsin Ginseng Festival online Drop box, or mailed in disk of images (with extra fee included), entry form, fee and SASE
week of June 12	notification of accepted artwork
July 11 - 14	self-delivered work to CVA, 10 am - 4 pm
Monday, July 17	deadline for CVA to receive shipped works
Friday, July 21	exhibit opens
Wed, Sept 13	<u>opening reception</u> : 5 - 7 pm
Sun, Sept 17	exhibit closes
week of Sept 18	shipped works returned
Sept 18	pick-up of self-delivered work, 10 am - 5 pm



DIRECTIONS: From I 39 (US Hwy 51), exit on Bridge St (Exit 193).

Turn east (down the hill) onto Bridge St and continue on Bridge over the Wisconsin River approximately 1.5 miles to 5th St (not 5th Ave which is west of the river).

Turn right (south) on 5th St. Go ten blocks to Scott St, and turn right (west) on Scott St. The CVA is on the left at the corner of Scott and 4th Sts: 427 N 4th St in downtown Wausau.

International Wisconsin Ginseng Festival Poster Contest Exhibit

JULY 21 — SEPTEMBER 17, 2017

ENTRY. The Wausau/Central Wisconsin CVB & The Center for the Visual Arts is accepting poster designs for the first International Wisconsin Ginseng Festival! We invite you to submit a poster design that incorporates certain criteria and elements. Designs can be broad ranging from the ginseng root, to the fields, workers, food, and more! For more information see rules & requirements. The Grand Prize winning poster will become the property of the Wausau/Central Wisconsin CVB and the Center for the Visual Arts and will be the official artwork for the first North American Wisconsin Ginseng Festival's merchandise and marketing for the festival. Artist must be over the age of 18.

The festival will take place over three days, September 15, 16, and 17, 2017 at downtown Wausau's 400 Block city square park and along adjoining streets. Additionally, a variety of tours, demonstrations and other activities will be offered at several locations throughout the area, with shuttle buses transporting attendees to the many off-site attractions. Festival attendees will receive maps and programs outlining the schedule of activities.

The CVA reserves the right not to display work which fails to meet jury expectations.

MEDIA. Photography, Painting, Drawing, Original Printmaking, Fiber, Textiles, Graphic Design, and Mixed Media.

REQUIREMENTS.

- Artists must be over the age of 18
- Finished poster size: 18" x 24" (vertical or horizontal orientations)
- All submissions must be original art/illustrations
- Design must reflect the theme "International Wisconsin Ginseng Festival" and Wisconsin ginseng.
- Submissions must be submitted as 300 DPI jpeg on the CVA website: cvawausau.org
- Accepted 2D artwork must be protected by plexiglass, NOT glass
- All 2D work must be hung with wire (no sawtooth hangers)
- Art must **NOT** have been shown before at the CVA

JUROR. Entries will be judged by the Center for the Visual Arts. Entries will be evaluated based on appeal, theme-inclusion, composition, and marketability. If your poster design is selected for the Grand Prize, expect to submit the full art in your original artwork or file (in layers or vectors). *Up to 45 posters will be selected for the exhibit in the CVA Galleries.



Ginseng Festival Poster Contest Awards

1 - **\$1,000 GRAND PRIZE**

(along with 20 poster prints & one framed print)

1 - **\$600 FIRST PLACE** (along with one framed print)

1 - **\$300 SECOND PLACE** (along with one framed print)

1 - **\$150 PEOPLES CHOICE** (along with one framed print and gift basket)

Exhibit Sponsor: Thrivent Financial

LIABILITY. All work selected for the exhibition will be insured by the CVA against damage and theft while in the care of the gallery. Every precaution will be taken in handling / exhibiting the works. Entrants are responsible for insuring work while in transit to and from the exhibition. All work must remain in the gallery for the entirety of the show. Any irregularities must be reported within 30 days of return of art work. Submission of this application form constitutes agreement to all conditions listed in this prospectus.

SALES. Artists are encouraged to place their work for sale. If a piece of artwork is sold, a tax deductible donation of 40% of the sale price will be retained by the CVA. Sold work must remain in the gallery the entire length of the exhibit. Payment will be made to the artist after the exhibit closes.

ENTRY PROCESS CHECK LIST.

- Complete** application form online or by mail.
- Digital images uploaded online at www.cvawausau.org can be saved as a high resolution (300 DPI) jpeg, or tiff. Images can be sent on a disc for an additional **\$10 fee**. Only images entered for jury consideration should be uploaded/saved to disc.
- Label images:** artist's name, title of work, media, image size (h/w/d)
- Include a non-refundable entry fee:**
 - \$25 for one entry
 - \$30 for two entries
 - \$35 for three entries
- If submitting by mail** enclose a business size self-addressed stamped envelope for artist notification of jury selection. CD's will not be returned. Accepted images will be retained for archives and may be reproduced for educational and / or publicity purposes.
- Online & Postmarked Deadline** for all the above: Sat, June 3, 2017
- Mail to: CENTER FOR THE VISUAL ARTS—GINSENG FESTIVAL**

427 NORTH FOURTH ST WAUSAU, WI 54403

APPLICATION FORM
please type or print clearly

office use only
artist #

name _____

address _____

city / state / zip _____

phone (day) _____ phone (eve) _____

e-mail _____

I release the CVA from all responsibilities and agree to all the conditions in this prospectus.

artist's signature (required) _____ date _____

ENTRY #1 TITLE _____

description: _____

media: _____

dimensions (h/w/d): _____

price for sale: _____ value if NFS: _____

ENTRY #2 TITLE _____

description: _____

media: _____

dimensions (h/w/d): _____

price for sale: _____ value if NFS: _____

ENTRY #3 TITLE _____

description: _____

media: _____

dimensions (h/w/d): _____

price for sale: _____ value if NFS: _____