

2007 Direct Purchase Prospectus



Janet Moore, watercolor

WI Arts Board 101 E Wilson St. 1st Fl Madison, WI 53702
Questions? Call 608-261-0345
or email arts.directpurchase@wisconsin.gov

Wisconsin Arts Board
PERCENT FOR ART
PROGRAM



**Applications Must Be
Registered Online and
Postmarked by
MONDAY, OCT 1, 2007**

2007 Tentative Schedule:

Oct 1 - Artists' applications materials sent to Percent for Art office must be postmarked by this date. Online portion must also be complete by this date.

Mid Oct - Pre-screening of artists' images by committee.

Nov-Dec - Agencies view images and choose artwork. Artists notified of agencies' selections.

Jan-Feb 2008 - Artists deliver/ship artwork to agency sites and receive payment

Percent for Art Program

Direct Purchase Prospectus 2007

The Wisconsin Arts Board is currently seeking images of original fine art by Wisconsin artists in a variety of mediums for purchase for state facilities through the Percent for Art Program's Direct Purchase Program. Wisconsin artists are invited to submit five images of work currently available for purchase. Images will be pre-screened by a committee and then presented to state agency representatives to choose artwork for their facilities. Interested artists should read this prospectus thoroughly and follow all application instructions. Works submitted that do not fit the specified criteria will not be considered. **If you have questions throughout this process, please contact the Percent for Art staff at 608/261-0345 or arts.directpurchase@wisconsin.gov.**

Eligibility: Eligible artists must have been Wisconsin residents for at least one year and must *not* be students in a fine arts degree program.

Artworks acquired through Percent for Art will be installed permanently. All work is expected to be on display for a minimum of 25 years. Artworks become part of the state of Wisconsin's growing collection of public art and will be marked with an identifying plaque.

Application Instructions:

DEADLINE: All steps must be completed by **11:59pm on October 1, 2007**. Online portion must be completed, and the mail must be postmarked.

Step 1. **Read** the complete Direct Purchase 2007 Prospectus. Review the requests agencies are making to help you select the work that will be most appropriate or desired by the state facilities participating.

Step 2. **Complete** the Online Registration here: <http://portalwisconsin.org/percent/>.

Step 3. **Mail** your application CD. This CD must include:

- your *digital images* (up to 5). There is a limit of one work per image and one image per work.
- your *artist resume*, maximum of 3 pages of text.
- the completed *image list form*. This form tells us what each image is and contains important information about digital image requirements. Download the Image List Form here: http://portalwisconsin.org/percent/slide_list_form.doc. Complete instructions are on this form.

Do not submit additional materials. They will not be reviewed. After saving all three items to a CD, and confirming this can be opened on a Windows PC, mail the CD to the address below:

Direct Purchase Program
Wisconsin Arts Board
101 East Wilson Street
First Floor
Madison, WI 53702

NOTE: Works MUST remain available for purchase until notification regarding purchases is made (November 2007-January 2008). Failure to comply may jeopardize future eligibility for Percent for Art opportunities. Works must be of a limited edition.

Participating Agencies:

24 facilities will participate in Direct Purchase 2007

Dept. of Natural Resources

- DNR Ranger Station, Merrill
- Newport Visitor Center, Ellison Bay
- Ice Age Interpretive Center, St. Croix Falls
- Northeast Regional Headquarters, Green Bay
- Northern Highland-American Legion State Forest Visitors Station, Woodruff

UW-Madison

- Hiram Smith Hall
- McKay Center
- Lewis G. Weeks Hall for Geological Science
- Lowell Conference Center and Lodging Facility
- Mead Residence Hall, Kemp Natural Resources Station

Dept. of Administration

- GEF-2 State Natural Resources Building, Madison
- Black Point Estate, Lake Geneva

UW-Stevens Point

- Aquatics Barn, Bayfield
- Sunset Lodge, Central WI Environmental Station

UW-River Falls

- Robert P. Knowles Center

Department of Corrections

- Ethan Allen School, Wales

Dept. of Veterans Affairs

- Maurer Hall, Union Grove

Dept. of Military Affairs

- Camp Williams Armory, Camp Douglas
- US Property and Fiscal Office

UW-Green Bay

- Hendrickson Community Center
- University Union

UW-Platteville

- Agriculture Technology Center
- Agriculture Living and Learning Center
- Ullrich Hall

Art Budget: Agencies have allocations ranging from \$675 to \$17,750. The total budget of participating agencies is approximately \$143,000.

Sites & Specifications

Of the 24 facilities purchasing artwork this year through the Direct Purchase Program, 21 responded to a survey regarding their interests and preferences. Their responses are summarized in the next section, including highlights of several facilities with unique interests.

The general public uses most of these facilities, however a few agencies work with specific populations, such as the veteran population at Maurer Hall in Union Grove, or the children that use UWSP's Sunset Lodge.

The majority of facilities have wall space in entrances, hallways and conference rooms, though other available locations include dining, reception, office and lounge areas. Most facilities have small to medium wall space available, ranging in length from 4-12 ft, while some also have larger spaces available (over 12 ft). In general, many of the facilities are interested in artwork that reflects the function/philosophy of the facility in some way. The following are several examples demonstrating the range of artwork these facilities seek.

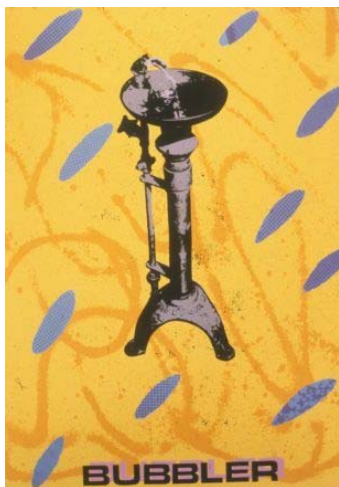
PLEASE NOTE: We do not recommend that artists create works specifically for these facilities, as there is no guarantee that the work will be chosen. Please only offer pre-existing works.



Jody Beighley, colored pencil

Military and Veterans

US Property & Fiscal Office and the **Camp Williams Armory** in Camp Douglas are both seeking similar artwork for their hallways or entrances. They are interested in artwork that beautifies their space and represents the people who work there. To this end, they are most interested in work that is military or patriotic themed. Although not a priority, they would also consider artwork with the subjects of history, landscapes or portraits. **Maurer Hall at the Wisconsin Veteran's Home** at Union Grove has similar preferences for artwork. As part of a veteran's home campus, this facility serves elderly, frail or disabled veterans as the activities center, food operations, and administrative offices. They are most interested in work that represents veterans, and are open to exploring various styles of artwork. They are interested in sculptural objects, watercolors, photographs, and other 2D works with a patriotic theme. The facility has identified wall (over 12 feet) in its lobby as a prime location for siting artwork.



Randy James, serigraph

or suspended artwork. Also of interest would be collages, wall/relief sculpture or oil paintings. **Newport Visitors Center** is interested in 2-dimensional artwork that portrays landscapes or nature. They would prefer representational or realistic work that will beautify their space, and represent the people and work done by the organization. The **Visitor's Station at the NH-AL State Forest** is interested in artwork conveying nature, wildlife or recreation in a naturalistic or realistic style. They would like to place mobiles, sculptural objects, photography, textiles or paintings in their main entrance. The **DNR Ranger Station** is a forestry and wildlife management center. They are interested in paintings, photographs or graphics/prints that reflect environmental themes, particularly those related to wildfires. They are looking for artwork that will inspire thought and conversation while beautifying their facility.

UWSP Sunset Lodge

The Sunset Lodge at UWSP's Central Wisconsin Environmental Station is the main meeting and dining location at a facility which offers environmental education programs and summer camps. There are two windows on opposite sides of a fireplace that are 40"x40", and two windows at the entrance which are 18"Wx72"H each. As part of the College of Natural Resources, they want the art to reflect nature. They are interested in stained-glass art to hang in windows mentioned above. Other interests include sculptural objects, watercolors, or other 2D media, in an abstracted, impressionist, or representational style.

UW-Madison Hiram Smith

Hiram Smith Hall houses classrooms and computer labs for the College of Agricultural & Life Sciences, but was once a dairy and dairy instructional facility. In an effort to respect the historic character of the building, the building has been furnished with arts & crafts/mission style furniture. Facility representatives have expressed an interest in dramatic botanical 2-dimensional artwork, black and white photography of agriculture, or glass or sculptural objects depicting agriculture. Lesser subjects of interest include education, communication, and science.

Department of Natural Resources:

There are five facilities within Wisconsin's Department of Natural Resources (DNR) that have funds available to purchase artwork. All five have a strong interest in artwork portraying natural, environmental subjects that could extend to landscape, animals, geology, historical or youth. The **DNR Northeast Regional Headquarters** is an office location for 130+ DNR employees, and serves as a customer service facility for the DNR. They have identified large wall spaces (12+ ft) and a possible display case of unlisted dimensions with indirect natural or artificial light in their lobby and in office spaces. They have mentioned an interest in artwork with a "Seven Generation" or sustainability theme, potentially work from Oneida or Menominee Nation artists. They have also expressed interest in textiles, photography, mobiles and assemblage. **The Ice Age Interpretive Center** expects to have over 12 feet of wall space in the entrance or lobby area. This educational facility is open to exploring different styles of art, but is most interested in works that are nature oriented and relate to the natural surroundings and geological uniqueness of the park. They have identified an interest in interactive works, along with mobiles



Janet Flynn, watercolor

Primary Function of the Art:

Amongst the facilities responding, the following possible functions of artwork were most commonly identified as priorities.

High Demand:

- Beautify/Decorate
- Express the philosophy/function of the facility
- Stimulate thought/conversation
- Represent the people who use/visit the facility

Medium Demand:

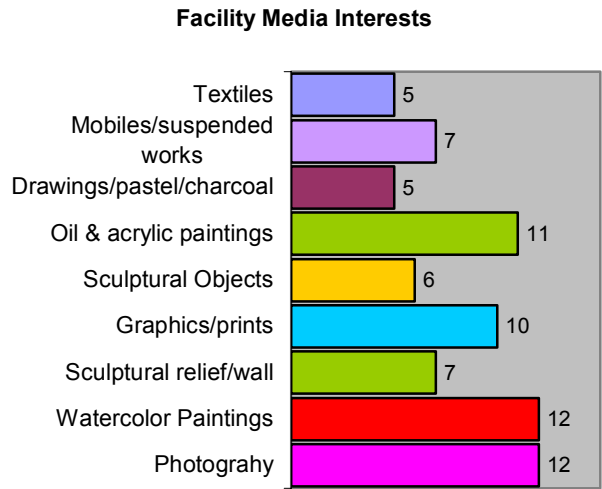
- Example of creativity to inspire others
- Provide stress relief

Artistic Style

The facilities included in this year's Direct Purchase Program are predominately interested in representational, realistic or naturalistic artworks. A few facilities are interested in abstract, impressionistic, non-object, folk/craft art, contemporary, symbolic/conceptual and avant garde styles. Many facilities have indicated that they are open to exploring all artistic styles.

Media

The chart to the right indicates how many facilities (of 21 responses) voiced a strong interest in each media (facilities could select more than one media). Additionally, one facility requested stained glass art as their first preference. (See the description of UWSP's Sunset Lodge on page 4.)



Preferred Themes and Subject Matter*

Facilities were asked generally what themes or subject matter would be most appropriate for their site. Each facility identified up to five subjects they would consider. The top responses are below.

Landscape	15
Naturalistic	14
Animals	10
History	7
Waterscape	6
Recreation	5
Science	4

Fewer facilities identified each of the following as priorities: modern art, abstract art, agriculture, architecture, cityscape, children/youth, and portraits.



Specific Subject Requests

We also noted facility interests that were more specific than the above categories: Wildfire, forest rangers, Wisconsin or other geology, agriculture, farm humor, logging, Northwoods, environment and natural beauty, education, lifelong learning, technology, communication, science, military or patriotism, Oneida or Menominee art, sustainability, aquatic life, natural resources, transportation.

Katherine Biehl, photography

Rules and Recommendations for a Successful Application

- **Artworks submitted must remain available for purchase during the entire Direct Purchase process** until artists are notified of purchases (tentatively Dec 2007 to Jan 2008). Failure to comply may jeopardize future eligibility for Percent for Art opportunities.
- **Only submit works that are archivally prepared.** Both in the actual artwork and its presentation, the use of self-degrading materials is not acceptable. For example, works on paper should be framed with acid-free matting and backing, and any paper used should be acid-free. Oil painting should be varnished, etc. If you have questions about specific archival preparation for your medium, consult your local museum, framer, or art supply store regarding the costs of such archival preparation.
- **The quality of the images you submit is crucial.** Digital images are the primary means by which works are selected. Make sure your images are not too dark. Photograph your work against a neutral background. Name your digital image files clearly using the format below. Your images will eventually be among hundreds of others and need to be easily identifiable.

01_SallySmith_Title.jpg

If your artwork is selected for purchase:

- Artworks that are selected for purchase must be professionally prepared and presented at the time of delivery, including professional-quality framing where applicable.
- Artwork that is selected for purchase must be archivally prepared.
- There will be required paperwork including a contract and documentation materials.
- You are responsible for delivering or shipping the work to the agency acquiring it. The agency will install the work once it is delivered.

Pricing your artwork for Direct Purchase:

The cost of your work should be slightly higher than the usual price for your works, as it will include several costs of preparation and delivery. Use the worksheet below to calculate the price you ask for on your Image List Form.



Diane Canfield Bywaters, oil

Price of your work (should be within the range you normally sell your work for, not higher or lower)	\$ _____
Framing and Preparation (include the costs of professionally and archivally framing and matting your work)	\$ _____
Documentation costs (cost of 2 copies of one color 35mm slide and a digital image on a gold CD for our permanent records)	\$ _____
Shipping or delivery charge (if driving, estimate a roundtrip of 300 miles, or use a carrier: UPS, FedEx)	\$ _____
TOTAL: (enter this number on your Image List Form) Should not be higher than the highest allocation , \$17,750	\$ _____

Frequently Asked Questions

- 1. I'm a photographer and can print various sizes of my photos. Can I give the agencies the option of choosing a specific size photo?*

No, you need to choose a single size in which to offer the photos.
- 2. I only want to submit work for one specific project. Can I do that?*

No. All agencies will view your work and will have a chance to select it.
- 3. Can I send my application materials and images via email?*

At this time, we're only accepting your digital images, resume and slide list form on a CD.
- 4. What if I have a piece that was accepted into the Direct Purchase program, but I sell it to an outside buyer before the program is completed?*

This is not a good situation. Please refrain from selling your work if at all possible until after the program is complete. If you do end up selling, let us know ASAP so that we can take that particular piece out of the direct purchase pool of available art. The worst case scenario is if you sell the piece and not tell us, thereby allowing us to show it as an available work. Failure to comply with this request may jeopardize your chance for future Percent for Art opportunities.
- 5. My artwork was selected by an agency. When do I get paid?*

Once we have received confirmation from the agency that the artwork has been delivered and we have received all the documentation materials from you, we will process your payment for the artwork.
- 6. Should I submit sculpture? And if so can I submit extra images to better show my sculptures?*

Nearly all of the facilities participating have identified wall space as a possible site for artwork, and are primarily looking for 2-D and studio artwork. Small sculptural objects such as baskets, ceramic sculptures or vessels, glass sculptural objects, small scale sculptures and mobiles may be submitted for consideration. Permanent sculpture appropriate for exterior sites is simply outside the scope and budget of Direct Purchase. Three facilities identified display cases of these dimensions: 2.5'H x 12'L x 1'D, 7'3"H x 7'4"L x 1'8"D, and 4'H x 6'L x 2'D. You have a total of 5 images to submit, so make sure they represent you well. There is a limit of one digital image per artwork, and one artwork per digital image.
- 7. Must I submit 5 images, or can I submit less?*

You can submit less, but is to your advantage to submit the full 5 images, as it is possible that not all of your 5 pieces will be accepted beyond the pre-screening.
- 8. How does the pre-screening process work?*

A jury of 5-7 persons will review all submitted images and screen them for artistic quality and appropriateness for state buildings. The pre-screen jury may select anywhere between 1 to 5 of an artist's images, or none at all. Keep in mind, the artworks are individually reviewed, not the artist's body of work as a whole.

ABOUT THE PROGRAM:

Percent for Art Program: In 1980 the Wisconsin Legislature enacted a statute asserting that at least two-tenths of one percent of the total construction costs for eligible state building projects be allocated to acquire works of art to be incorporated into the structure or displayed inside or on the grounds of those buildings.

Direct Purchase Program: Facilities with Percent for Art allocations of less than \$15,000 participate in the Direct Purchase Program. Through this project facilities view and acquire works of art from a much broader sampling of Wisconsin artists, rather than commissioning art.

