



Call for Entries

2017 Wisconsin State Fairtastic Poster Art Competition

Overview

This competition is for the Wisconsin artist who has a true passion for the Wisconsin State Fair. Artists are asked to submit a color sketch depicting the theme, *Cultivating 125 Years of History* (see *Style* below for more information). This year marks the 125th year of Wisconsin State Fair being held at the current West Allis location. Be a part of this annual competition and submit your blue ribbon ideas that showcase the historic Wisconsin State Fair.

Artists have the chance to win a \$1,000 grand prize if their piece is selected, and a \$400 stipend will go to all three finalists. All entrants will receive two (2) complimentary admission tickets to the 2017 Wisconsin State Fair, August 3 – 13.

Eligibility

The Fairtastic Poster Art Competition is open to Wisconsin residents only, age 18 and older. Employees of Wisconsin State Fair and previous Grand Champion Artists are not eligible to enter. Any artist who submitted work for consideration in previous years are encouraged to enter again.

Style

As the Fair celebrates 125 years at the current West Allis location, we are looking for a bright & bold piece with a single graphic element, not a collage, to depict *Cultivating 125 Years of History*.

Submission Requirements

All submissions must include the following:

1. A completed entry form
2. Resume (maximum of two pages)
3. Color sketch/drawing depicting *Cultivating 125 Years of History* in a bold and graphic style
4. Brief description of submitted sketch/drawing and intended medium
5. 3-4 colored copies of previous work

All submission materials must be submitted in hard copy form on 8 ½ x 11 sheets of paper with artist's name on each sheet. Submission materials will not be returned, including materials submitted in later stages of the competition.

Artwork must be two-dimensional and use traditional media in the final piece. Concepts may be rendered using computer software but the final piece must use traditional media.

The final size of the Fairtastic grand prize artwork must be able to transfer to an 18 x 24-inch poster. Submissions are encouraged to be a celebration of the Wisconsin State Fair and should not be created as an advertisement.

The submission must be delivered or dropped off by **Tuesday, March 14, 2017 at 4 pm**. See *Submitting Entries* below for mailing and drop off addresses.

Selection Criteria

Judges will be looking for the following in each of the submissions:

- Artwork should be bright & bold with a single graphic element (not a collage)
- Acceptable representation of the Wisconsin State Fair and the represents *Cultivating 125 Years of History*
- Passion for the Wisconsin State Fair
- Appeal to a broad audience
- Must include "Wisconsin State Fair" and year (2017) in artwork; Fair dates are optional (August 3-13)

Failure to adhere to these standards will result in disqualification.

Selection Process

There will be three parts to the selection process:

1. A panel of judges will review all Fairtastic submissions and select their top three submissions.
2. The artists of the top three submissions will be invited to Wisconsin State Fair Park to further explain their concept. Then, each finalist will create a more detailed draft of his/her concept. Each of the finalists will be given a \$400 stipend upon the timely completion of the second draft, as outlined by an artist's agreement.
3. The panel of judges will review the finalists' concepts and will select the most Fairtastic artwork.
4. After the Grand Champion Artist has been selected, the artist will meet with the judges to discuss why their piece was chosen and the next steps.
5. The top artist will receive a grand prize of \$1,000 after final artwork is delivered to Wisconsin State Fair Park.

Terms and Conditions for Grand Champion Artist

A complete contract will be presented at the time of artist selection.

The artist will retain the copyright, but full ownership of the finished selection will be transferred to Wisconsin State Fair. The Wisconsin State Fair will also have the right to reproduce the original artwork for sale in the form of commemorative posters and other merchandise, as well as for use in advertising and promotion of the Wisconsin State Fair.

The artist of the final selection agrees to publicity to promote their artwork upon request.

In addition to the \$400 stipend and \$1000 prize for being the Grand Champion Artist, the artist will receive 25 posters and 5 samples of any merchandise using the art, i.e. postcards. Furthermore, the Grand Champion Artist will be considered for various opportunities that arise after the conclusion of the 2017 Wisconsin State Fair.

Schedule of Events

Competitions opens:	February 2, 2017
Entry deadline:	March 14, 2017
Judges review artwork:	March 16, 2017
Finalists informed:	March 16, 2017
Finalist interviews:	March 28, 2017
Second draft deadline:	May 1, 2017
Judges select grand champion artist:	May 2, 2017
Grand champion artist meets with judges to discuss final artwork:	May 9, 2017
Final artwork to be delivered to the Fair:	June 14, 2017

Submitting Entries

Materials must be delivered and arrive by Tuesday, March 14, 2017 by 4 pm to:

Wisconsin State Fair
Fairtastic Art Competition
640 S 84 St
West Allis WI 53214

Drop off location between 8 am – 4 pm at:

Tommy G Thompson Youth Center
Lower Level Administrative Office
640 S 84 St
West Allis WI 53214

Artist interviews will take place at the same address. Finalists will be contacted with further details at that stage of the competition.

Any entries dropped off or mailed after March 14, 2017 will not be accepted.

Questions?

Any questions about the competition should be directed to Jill Albanese at jill.albanese@wistatefair.com.

Competition Proceeds

Posters will be on sale in Fairwear booths at the 2017 Wisconsin State Fair as well as online. Merchandise will be sold exclusively at the 2017 Fair. Poster sales will continue throughout the year until sold out. All proceeds from poster and merchandise sales will support the Wisconsin State Fair Park Foundation.