



1407 University Boulevard * Ames, IA 50011 * (515)294-2710 * www.reimangardens.com
For more information, please contact Beth Wessel-Kroeschell, Events Coordinator at (515)294-8981 or rgevents@iastate.edu.

18th Annual Garden Art Fair Application Form
Sunday, July 11, 2021
10:00 a.m. to 4:00 p.m.

The 18th Annual Garden Art Fair at Reiman Gardens provides an opportunity for artists to share their garden and nature inspired art with the public. Visitors can browse from a variety of artists and buy products including jewelry, watercolor, pottery, woodwork, glass, and more. Food vendors will provide food throughout the day.

Call for Artists

Objective: An opportunity for artists to share their garden and nature inspired art with the public through sales and display in a beautiful garden setting.

Who can apply? Artists incorporating gardening, nature, or natural materials into their work (including art that can be placed in the garden, worn, or used in the home) are encouraged to apply. Work created with the use of commercial kits, molds, patterns or pre-fabricated forms will not be allowed.

How do I apply? Fill out an application and submit images of your work before **April 26, 2021** (or until all booths are full).

Submit your application one of two ways:

1. Via online application [here](#): after providing the requested information, click the button at the end of the document.
2. Via printed application: print this form, fill out the requested information and mail your application to Reiman Gardens; Attn: Beth Wessel-Kroeschell, Events Coordinator; 1407 University Boulevard; Ames, IA 50011.

Submit 2-5 digital images* of your work one of two ways:

1. Via email: send digital versions to Beth Wessel-Kroeschell at rgevents@iastate.edu.
2. Via post mail: send a CD with digital files to the following address: Reiman Gardens; Attn: Beth Wessel-Kroeschell, Events Coordinator; 1407 University Boulevard; Ames, IA 50011.

*Images should be high resolution JPEG or TIFF files. Images must be labeled with artist's last name, first name, and image number. (Example: JonesBob01.jpeg). For promotional purposes, a list of accepted artists and images of their art will be added to the Reiman Gardens' website. Reiman Gardens reserves the right to exclude an artist's images on the website or other promotional materials due to poor image quality.

Accepted Artists and Booth Assignment Information

Artists will be notified by **May 10, 2021** regarding acceptance into the 2021 Garden Art Fair and informed of their booth fee. Once notified, accepted artists will have until **June 7, 2021** to submit rental fees to reserve a booth. If rental fees are not received by June 8, booth space cannot be guaranteed.

In an effort to diversify the art available for purchase and ensure quality product, Reiman Gardens reserves the right to exclude any artist. Display booth preference will be honored whenever possible, but Reiman Gardens reserves the right to assign booths as needed for improved variety and traffic flow.

Five different artist display options are available for the 2021 Garden Art Fair. Each accepted artist will have an assigned booth. Tables and chairs are available for an additional fee and artists must provide their own display units and tents within the booth assignment dimensions. Reiman Gardens has the authority to adjust booths for visual or safety reasons.

***Remember, this is a Garden Art Fair; most of the booths are outdoors.
Be prepared for Iowa July weather.***

2021 Garden Art Fair Schedule

Monday, April 26	Deadline of application and images of work (or until all booths are filled).
Monday, May 10	Notification of acceptance into 2021 Garden Art Fair.
Monday, June 7	Accepted artist rental fee deadline.
Monday, June 21	Cancellation refunds denied after this date.
Saturday, July 10	Early set-up option for artists. 5:00 p.m. to 7:00 p.m.
Sunday, July 11	Gardens open at 7:00 a.m. for booth set up and Garden Art Fair hours are 10:00 a.m. to 4:00 p.m.

2021 Garden Art Fair Space Information and Entry Fee

Please indicate space preference and booth setup needs on the application form. Space is limited in each area so you may not get your first choice, though we will try our best

Four options for artist display space:

1. Conservatory Exhibit Hall (inside and air conditioned):

- Space size: 6 ft. deep by 10 ft. wide
- Fee: \$130
- Notes: Electricity is **not** available. **Tents are not allowed in the Exhibit Hallway.** The back wall for most of these booths will be along an exterior glass wall.

2. Conservatory Garden Room (inside and air conditioned):

- Space size: 10 ft. deep by 10 ft. wide
- Fee: \$130
- Notes: Electricity is available for an additional fee. **Tents are not allowed in the Conservatory Garden Room.** The back wall for some of these booths will be along an interior glass wall.

3. Speer Room and Classroom (in Mahlstede Building and air conditioned)

- Space size: approx. 10 ft. by 10 ft.
- Fee: \$125
- Notes: Electricity is available for an additional fee. **Tents are not allowed in the Speer Room or Classroom.** The walls for these booths are glass and stone.

4. Outdoor Booths in Events Plaza, South Lawn, South Patio or Dunlap Court:

- Space size: 10 ft. deep by 10 ft. wide
- Fee: \$75
- Notes: Ground surface is concrete or crushed rock. **Artists for the outdoor 10 ft. by 10 ft. booths are responsible for providing their own tent/umbrella.** Electricity is available for limited number of booths.

Additional Information:

About Reiman Gardens: Reiman Gardens creates a striking entrance to Iowa State University and the city of Ames. The year-round, 17-acre facility features distinct gardens, an indoor conservatory, 2,500-square-foot indoor Butterfly Wing, a Gift Shop and much more. The Gardens' mission is "To educate, enchant and inspire an appreciation of plants, butterflies, and the beauty of the natural world."

Garden Art Fair Visitor Admission: Your booth fee allows us to offer a lower admission for all Garden Art Fair guests and contributes towards publicity.

Garden Art Fair Promotion: Press releases will be sent to all area news media. Reiman Gardens' website will promote the event, including a list of accepted artists and pictures of your work. Additional promotion will be included in our E-newsletter (distributed to over 8,000 e-mail addresses), on Reiman Gardens' Facebook and Twitter pages, and flyers posted in local businesses.

Artist Promotional Packets: Each accepted artist will receive 2021 Garden Art Fair promotional material to promote the event. The promotional packet will include a reproducible flyer, admission coupon useable for email and social media distribution, and free admission tickets.

2021 Theme Year: "Patterns Unfolding" is Reiman Gardens' 2021 theme. In 2021, we take time to reflect, connect, and celebrate what ties us to nature, and to each other. In spring, we welcome blossoming bulbs and sculpture exhibit "Origami in the Garden²," both representing a labor of love, patience, and the power of the human spirit. Like origami, nature folds and unfolds in breathtaking ways. From planting schedules and natural cycles to balance in form and structure, you will see universal patterns reflected in our garden displays and mesmerizing holiday lights. The living earth repeats its many shapes in all colors and shades. It gives us healing herbs and a sense of peace we hope to share as you seek respite and enjoyment in tranquil places and programs we have cultivated for you this year.

Sales Procedures: An Iowa Sales Tax number is required by the State of Iowa, and it is the responsibility of each exhibitor to notify the Events Coordinator of this number. The State of Iowa no longer issues temporary permits. It is the exhibitor's responsibility to go to: <https://tax.iowa.gov/please-read-you-register-your-business> and fill out the application for a permanent sales tax permit. Exhibitors are responsible for collection and payment of the 7% City of Ames/Iowa Sales Tax.

Cancellation: Submission of an application indicates commitment to participate in the 2021 Garden Art Fair. Accepted artists withdrawing from the show will be refunded their booth fee until June 21, 2021, minus a \$30 cancellation fee. No refunds will be issued after June 21, 2021.

Liability Insurance: The exhibitor will carry the necessary insurance to cover art objects and other property displayed at the 2021 Garden Art Fair. Reiman Gardens and Iowa State University are exonerated from all liability of any nature while said objects are on display and are not responsible for accidental loss or damage of any kind.

Set-up & Take-down: The day of the 2021 Garden Art Fair, the artists may set-up between 7:00-10:00 a.m. Take-down should not begin before 4:00 p.m. and must be completed by 7:00 p.m. Artists are encouraged to provide their own carts for unloading/loading of their art and booth display items. An additional set-up time will be made available the afternoon before the 2021 Garden Art Fair, on Saturday, July 10 for artists. Saturday set-up times will be 5 – 7 pm.



1407 University Boulevard
Ames, IA 50011
(515)294-2710
www.reimangardens.com

18th Annual Garden Art Fair Application Form
The Garden as Art and Art in the Garden
Sunday, July 11, 2021
10:00 a.m. to 4:00 p.m.
Reiman Gardens, 1407 University Boulevard, Ames, Iowa 50011

For more information, please contact Events Coordinator (515)294-8981 (office) (515) 451-4307 (cell) or rgevents@iastate.edu.

Please fill out an application and submit images of your work before **April 26, 2021** (or until all booths are filled).

General Information:

Last name: _____ First Name: _____

Company / Business Name: _____

Address: _____ City / State / Zip: _____

Daytime phone: _____ Cell phone: _____

Email: _____ Website: _____

IA sales tax number / FEIN / Vendor SSN: _____

Note: The State of Iowa no longer issues temporary permits. It is the exhibitor’s responsibility to go to: <https://tax.iowa.gov/please-read-you-register-your-business> and fill out the application for a permanent sales tax permit.

Booth Preference:

Please prioritize your booth location preferences by ordering them 1 to 4 (with 1 as first choice).

- _____ Conservatory Exhibit Hall 6 ft. deep by 10 ft. wide Fee: \$130
- _____ Conservatory Garden Room 10 ft. deep by 10 ft. wide Fee: \$130
- _____ Speer Room or Classroom 10 ft. deep by 10 ft. wide Fee: \$125
- _____ Outdoor Booths 10 ft. deep by 10 ft. wide Fee: \$75

Additional Fees (please mark if you need):

- _____ Booth Chairs Fee: \$3/each
- _____ Booth Tables – 6-foot banquet tables, **unskirted** Fee: \$5/each
- _____ Electricity (Conservatory Garden Room, Speer Room/Classroom and Events Plaza only) Fee: \$15

Do you have any special booth/set-up requirements or requests? (Please be specific)

Artwork:

Put an "X" next to the categories that best describe your work. Check all that apply.

- | | | |
|----------------------------------|--------------------------------------|---|
| <input type="checkbox"/> clay | <input type="checkbox"/> mixed media | <input type="checkbox"/> glass |
| <input type="checkbox"/> drawing | <input type="checkbox"/> painting | <input type="checkbox"/> photography |
| <input type="checkbox"/> fiber | <input type="checkbox"/> paper | <input type="checkbox"/> jewelry |
| <input type="checkbox"/> wood | <input type="checkbox"/> metal | <input type="checkbox"/> other (describe) _____ |

Provide a short description of your work:

Describe how your work is inspired by nature, or how it incorporates nature or gardening:

Price range of your art: _____

Photo Submission (please mark one of the following):

I will submit 2-5 digital images of my work via email to Beth Wessel-Kroeschell at rgevents@iastate.edu.

I will submit 2-5 digital images of my work via post mail with a CD of digital files to Reiman Gardens; Attn: Beth Wessel-Kroeschell, Events Coordinator; 1407 University Boulevard; Ames, IA 50011.

**Images should be high resolution JPEG or TIFF files. Images must be labeled with the artist's last name, first name, and image number. (Example: JonesBob01.jpeg). For promotional purposes, a list of accepted artists and images of their art will be added to the Reiman Gardens' website. Reiman Gardens reserves the right to exclude an artist's images on the website or other promotional materials due to poor image quality.*

Please submit this application in one of two ways:

1. Via email - scan these pages and email to Beth Wessel-Kroeschell, Events Coordinator at rgevents@iastate.edu.
2. Via post mail – send this completed application to Reiman Gardens; Attn: Beth Wessel-Kroeschell, Events Coordinator; 1407 University Boulevard; Ames, IA 50011.

If you have any questions, please contact Beth Wessel-Kroeschell, Events Coordinator at (515)294-8981, rgevents@iastate.edu.

Thank you for your application.