



## EXHIBIT INFORMATION

### OVERVIEW

The West Des Moines Public Arts Advisory Commission and Parks and Recreation Department invite **regional artists (Iowa, Illinois, Minnesota, Missouri, Nebraska, Wisconsin, South Dakota)** to submit an Artwork Application to participate in the 7th annual Art on the Campus public art exhibit. Art on the Campus is a temporary outdoor exhibit, displayed on the West Des Moines City/School Campus from April to November each year.

### EXHIBIT DETAILS

- Selected artists are paid a **\$2,000 stipend** for the use of their artwork.
- A selection panel will choose **up to 13** original works of art for installation.
- The artist retains ownership of their work and agrees to loan it to the exhibit. During the exhibit, the artwork will be covered under the City's insurance for the retail value of the artwork; however, artists must also carry standard liability insurance coverage. Artists are required to **provide proof of liability insurance** if selected.
- A **People's Choice** vote will be taken throughout the duration of the exhibit. When the exhibit is complete, the People's Choice artwork will be named and shared with the public, and the People's Choice winner will receive a \$500 award.
- A recognition event will be at which members of the community, WDM City Council, WDM Parks and Recreation Advisory Board, and featured artists will be invited to celebrate 2019 Art on the Campus exhibit. Invited guests will have the opportunity to view the selected works, and artists are asked to attend and give a brief oral description of their artwork. More details to come.
- The Art on the Campus exhibit will be **aggressively promoted** in the local media. Marketing efforts will include but not be limited to:
  - An article in WDM Magazine (direct mailed to all WDM households and businesses)
  - News and information on the WDM City Web Site ([www.wdm.iowa.gov](http://www.wdm.iowa.gov))
  - WDM Parks and Recreation Department's Facebook and Twitter accounts ([www.facebook.com/WDMPR](http://www.facebook.com/WDMPR) and [@WDMParkRec](https://twitter.com/WDMParkRec))

*\*The City of West Des Moines reserves the right to photograph and reproduce images of the artwork on exhibit for promotional and educational purposes.*

### EXHIBIT LOCATION

The West Des Moines City/School Campus is a centrally located area that is home to several facilities utilized by the community including an elementary school, freshmen high school, the WDM City Hall, the WDM Public Library and the WDM School District's Learning Resource Center. A half-mile walking trail encircles the centrally located pond. Selected works will be installed on 4' x 4' concrete pads that are located around the pond and adjacent to the walking trail.



## INSTALLATION OF ARTWORK

Artists are responsible for all costs, equipment, and labor necessary for the delivery, installation and removal of their work and assume all risk and damage to their work before and during installation and during and after removal. Work not appropriate for installation onto a 4'x4' concrete base will not be allowed. Lighting and power will not be provided at the artwork locations. The artist shall affix their artwork to the concrete pad in such a way that non-authorized removal would not be possible.

## SALE OF ARTWORK

Each selected piece of artwork must have a pre-determined purchase value or sale price that is set by the artist. If someone desires to purchase one of the displayed artworks, 15% of the sales price will be paid to the City of West Des Moines. These funds will provide future funding of public art in West Des Moines. The \$2,000 stipend provided to the artist is not part of any sales transaction. Artwork must remain on display throughout the duration of the exhibition.

## ARTWORK CRITERIA

All artwork must be the original work of the artist (in concept, composition, and execution) and suitable for outdoor public display. Works will be selected by a selection panel comprised of WDM Public Arts Advisory Commission members and local citizens, artists, and business representatives. The following criteria will be used in the selection process:

### Required Artwork Characteristics

- Artwork that is suitable for public viewing
- Artwork that displays high quality technical skill, imagination, and innovation
- Artwork that is suitable for outdoor display in adverse weather conditions
- Artwork that has soundness of construction, is durable, and is safe for viewing

### Desirable Artwork Characteristics

- Artwork that creates a sense of discovery, surprise, and emotional connection
- Artwork that uses kinetic devices, optical effects, dynamic shapes, or bright colors to create a vibrant and interesting exhibit
- Artwork that is participatory
- Artwork that is whimsical, uplifting, and creative

*\*Decisions by the selection panel are final and not open to negotiation.*



People's Choice Winner 2016  
"GEO"



People's Choice Winner 2017  
"Journey"

## ART ON THE CAMPUS 2019 EXHIBIT TIMELINE\*

- |  |                            |
|--|----------------------------|
| • Call for Artists issued                                | August 7, 2018             |
| • Artwork Applications due                               | September 30, 2018         |
| • Selection panel deliberations and recommendation       | October 4-15, 2018         |
| • Public Art Advisory Commission approves recommendation | October 28, 2018           |
| • City Council approves recommendation                   | November 15, 2018          |
| • Notifications of selection to artists                  | November 16, 2018          |
| • Delivery and installation of artwork                   | April 1-14, 2019           |
| • Exhibit open to the public                             | April 15-November 15, 2019 |
| • Removal of artwork                                     | November 16-30, 2019       |

*\*The City of West Des Moines reserves the right to change the project timeline.*

**ONLINE APPLICATIONS ONLY. APPLY AT [www.wdm.iowa.gov/CallforArtists](http://www.wdm.iowa.gov/CallforArtists)  
Applications due by 5:00pm on September 30, 2018**

Contact Allison Ullestad, City of West Des Moines Recreation Coordinator, at 515-222-3455 or [allison.ullestad@wdm.iowa.gov](mailto:allison.ullestad@wdm.iowa.gov) with questions. View the current Art on the Campus exhibit at [www.wdm.iowa.gov/AOC](http://www.wdm.iowa.gov/AOC).