

WesternDesign CONFERENCE

2010 Information Packet

The 2010 **Western Design Conference** in Jackson Hole **September 9-12**, hosted by *Teton Home and Living* magazine, brings together artists, scholars, collectors, interior designers, architects and fashion designers with a passion for the West.

The 18th Annual Gallery Exhibit + Sale is a one-of-a-kind showcase for museum quality functional art. The finest Western-influenced designers and artists from across the country apply to be among the more than 100 exhibitors showcased in this event that is part of the 26th Annual Fall Arts Festival. Handcrafted works in leather, metal, accents, woodworking, jewelry and fashion will be viewed and purchased by discriminating residents and visitors at our spectacular location in beautiful Jackson Hole, Wyoming. Over \$22,000 worth of cash awards are given out annually. The energy generated by tourists, artists, local businesses and residents promises to make the Western Design Conference unforgettable—for both exhibitors and attendees.

Who applies to be an exhibitor at the Western Design Conference Gallery Exhibit + Sale?

The Western Design Conference Gallery Exhibit + Sale is a **COMPETITIVE JURIED EXHIBITION** displaying one-of-a-kind functional art.

The categories are:

ACCENTS | All pieces crafted with fibers, ceramics, glass, paper, woven material and mixed media are eligible for this award. The quality of craftsmanship, execution, functionality, design appeal, effective adaptation of materials and originality will all be used in determining this selection. Examples: lighting, fireplace tools, vessels, pottery, wall hangings, fiber arts, doors, rugs, screens, baskets, throws, pillows.

ART TO WEAR—FASHION | All clothing and fashion accessories are eligible for this award. The quality of craftsmanship, execution, functionality, design appeal, effective adaptation of materials and originality will all be used in determining this selection.

ART TO WEAR—JEWELRY | All jewelry and accessories are eligible for this award. The quality of craftsmanship, execution, functionality, design appeal, effective adaptation of materials and originality will all be used in determining this selection.

LEATHER | All pieces crafted with leather, functional and wearable, are eligible for this award. The quality of craftsmanship, execution, functionality, design appeal, effective adaptation of materials and originality will all be used in determining this selection. Examples: clothing, boots, furnishings, pillows, throws, jewelry.

METAL | All pieces crafted with metal are eligible for this award. The quality of craftsmanship, execution, functionality, design appeal, effective adaptation of materials and originality will all be used in determining this selection. Examples: jewelry, silverware, serving ware, lighting, furnishings, vessels, basins, fireplace doors and tools, mirrors, cabinetry, knives.

WOODWORKING | All pieces crafted with wood are eligible for this award. The quality of craftsmanship (joinery, hardware, finish, and techniques), execution, functionality, design appeal, effective adaptation of materials and originality will all be used in determining this selection. Examples: tables, chairs, armoires, pool tables, wall hangings, screens, bars, beds, cabinets, desks, vessels.

REGISTRATION DEADLINE: Artist Applications due April 1, 2010



20 Total Awards:

Awards for Design Excellence will be announced at an Awards Ceremony prior to the Fashion Show, and Gala Reception on Thursday, September 10 at 7:15 pm at the Center for the Arts.

Best of Show (All juried pieces are eligible to receive this award in design excellence)

Best Artist, Accents

Best Artist, Art to Wear—Fashion

Best Artist, Art to Wear—Jewelry

Best Artist, Leather

Best Artist, Metal

Best Artist, Woodworking

Honorable Mention (awarded in each category)

Historical Craftsmanship*

Sonny Tuttle Spirit Award*

Western Spirit*

*All juried pieces are eligible to receive these awards.

Four additional awards, chosen through a ballot process, will be announced on Sunday, September 12 at 4:30 pm at the Pavilion at Snow King Resort.

Best Collection, Art to Wear—Fashion Show

Best Collection, Art to Wear—Jewelry Show

Exhibitors' Choice Award

People's Choice Award

Gallery Exhibit + Sale

The Gallery Exhibit + Sale will be held at the Pavilion at Snow King Resort in Jackson Hole, Wyoming, showcasing contemporary crafts and highlighting artistic traditions including Western, Adirondack, Rustic, Lodge, Asian, Southwestern, Hispanic, Native American and Modern influences. All products juried into the show will be displayed in a gallery setting on black carpet and white pedestals. A pedestal is required and is of the utmost importance to maintain the visual integrity of a gallery. All products must be handmade in the United States or Canada. No mass-produced or imported items will be eligible for this juried show. The Gallery Exhibit + Sale will be open to the public daily:

Friday, September 10, 10 am to 5 pm

Saturday, September 11, 10 am to 5 pm

Sunday, September 12, 10 am to 5 pm

Pedestal space:

ALL FUNCTIONAL ART pieces in the juried exhibition may be shown in the spaces detailed below. One pedestal ONLY per space. The fee schedule is as follows:

4 x 4 ft Space*	\$ 700		
6 x 6 ft Space*	\$ 900		
8 x 8 ft Space*	\$1000	2 Pieces (one pedestal) 8 x 8 ft Space	\$1300**
10 x10 ft Space*	\$1500	2 Pieces (one pedestal) 10 x 10 ft Space	\$1700**

*There are a limited number of 4x4, 6x6, 8x8 and 10x10 ft pedestals available. All pedestal space is on a first-come, first-served basis.

**Two pieces (furniture, leather, metal or accent) or an ensemble made up of a group of complementary pieces contributing to a single effect (example: dining room table and chairs).



ART TO WEAR—FASHION SHOW

\$700 for six ensembles on the runway at the Western Design Conference Fashion Show, along with a 4 x 4 ft space at the exhibition for one ensemble on a pedestal.

ART TO WEAR—JEWELRY SHOW

\$700 for six ensembles modeled at the Western Design Conference Jewelry Show, along with a 4 x 4 ft space at the exhibition for one ensemble on a pedestal.

Each exhibitor is permitted to purchase two pedestal spaces to show their oversized work.

- No additional items may be used to enhance the appearance of the exhibition piece. Rugs, pillows, lamps, candles, bronzes, artwork, dishes, and other accessories are not allowed on the pedestal. Beds will be excluded from this rule. Beds will be allowed to have a single cover and two pillows.
- Only self-contained lighting will be allowed on the exhibit floor. Lighting fixtures must be integrated into the pedestal.
- Business cards, brochures and portfolios may be placed on your pedestal.
- Additional booth space is available.

Booth Space:

Booths are professionally lined with craft paper and include 9 ft tall wooden walls, overhead trellis lighting, electricity, up to two chairs, one table, and white linens. Booths that are 10 x 10 ft are available for \$2250, corners booths for \$2500 and \$4500 for a 10 x 20 ft booth.

Juried artists can purchase booth space to show more of their work. The conference is a gallery style exhibit; purchasing booth space allows artists the opportunity to create an intimate salesroom space for buyers and clients. Artwork displayed in booth space will not be part of the juried exhibition, and works sold there will not be eligible for any awards or cash prizes. All artwork must be displayed inside the booth area. Only 65, 10 x 10 ft booth spaces are available, so apply early!

The sale of booth space opens to non-juried artists, galleries, interior designers, architects, and fashion designers on June 1st, on a space-available basis.

Registration: Western Design Conference application deadlines

April 1, 2010	Applications due
May 1, 2010	Selection results released by mail
June 1, 2010	50% payment of entry and booth fees due (NO EXCEPTIONS)
July 1, 2010	Detailed description plus dimensions of juried items due
August 15, 2010	Balance due on entry and booth fees
September 9-12, 2010	Western Design Conference Gallery Exhibit + Sale, Jackson Hole, Wyoming

WHAT ARTISTS SAY

"Resort home and ranch property owners from all over the country talked to us about commissioning custom wood carvings for their elegant homes. I'm now busy creating new designs to complement mountain properties, new lake homes and even a few ocean homes."

Scott Strikwerda/Lone Peak CarvingsI

"The 2009 Western Design Conference was better than any other we've participated in."

Harriette Allison/The Lucky Star Gallery

NEW!! 2010 SCHEDULE Pavilion at Snow King Resort

Wednesday, September 8

8 am–6 pm Check-in begins, Booth move-in (no pedestal setup) **Pavilion at Snow King Resort**
5 pm–9 pm Fashion Show rehearsal, **Center for the Arts**

Thursday, September 9

8 am–Noon Artist Pedestal setup/Pedestal lighting (no booth move-in) **Pavilion at Snow King Resort**
Noon–3 pm Lecture Series, **Center for the Arts**
A series of three one-hour accredited presentations, open to the design community and the public (free to all exhibitors)
Noon–5 pm Judging in progress at the **Pavilion at Snow King Resort**
Pavilion closed to artists and booth personnel until judging is complete

WDC GALA EVENT, Center for the Arts

6 pm Jewelry Show and Champagne Reception
7:15 pm Design Excellence Awards Ceremony & Fashion Show
A runway fashion show in the Center Theater, Gala Reception to follow

Friday, September 10

10 am–5 pm Gallery Exhibit + Sale, **Pavilion at Snow King Resort**

Saturday, September 11

10 am–5 pm Gallery Exhibit + Sale, **Pavilion at Snow King Resort**

Sunday, September 12

10 am–5 pm Gallery Exhibit + Sale, **Pavilion at Snow King Resort**
4:30 pm **People's Choice and Exhibitors' Choice Awards**
Best Collection Art to Wear—Fashion
Best Collection Art to Wear—Jewelry

If you have any questions, please e-mail allison@westerndesignconference.com or call 307-690-9719. All of us at the Western Design Conference and *Teton Home and Living* magazine look forward to seeing you in September!

With very best regards,

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