

2017 Show Information – **JURY REGISTRATION DEADLINE: April 1, 2017. APPLY NOW!**  
Event Dates: September 7-10, 2017 – Snow King Center – Jackson Hole, Wyoming

The **25th Annual Western Design Conference Exhibit + Sale (WDC)** brings together artists, scholars, collectors, interior designers, architects, and fashion designers with a passion for the West. From documented American craft, to home design, to fashion, the show is expanding to encompass all aspects of the best of Western design. The vision of the show remains the promotion of contemporary artists working in a wide range of Western genres while cultivating young, new and established collectors.

Handcrafted works in leather, metal, home accents, woodworking, mixed media, jewelry, and fashion will be viewed and purchased by discriminating residents and visitors at our spectacular location in beautiful Jackson Hole. **Over \$19,000 worth of cash awards are given out annually.** The energy generated by tourists, artists, local businesses, and residents promises to make the WDC unforgettable—for both exhibitors and attendees.

In addition to the fine artisan craft showcased during the **3-day Exhibit + Sale** the 2017 show will feature:

- **Designer Show House** juried artisan creations and custom interior design in a home environment.
- **Retail Row** a unique shopping experience where sought after retailers exhibit current fashion trends.
- **Opening Preview Party** (Thursday, September 7, 5:30 VIP and General Admission 6pm – 10pm) Early entry into the Exhibit + Sale. Meet this year's artists and enjoy award winning culinary creations + signature cocktails during a festive night of shopping and a live auction. The **Runway Fashion Show** presents couture collections from both up-and-coming and established designers.

The 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 approximately 130 exhibitors showcased in this event, which is part of the 33rd annual Jackson Hole Fall Arts Festival. Handcrafted works in leather, metal, accents, woodworking, mixed media, jewelry, and fashion will be viewed and purchased by discriminating residents and visitors at our spectacular location in beautiful Jackson Hole. Over \$19,000 worth of cash awards are given out annually. The energy generated by tourists, artists, local businesses, and residents promises to make the 25th Annual Western Design Conference unforgettable—for both exhibitors and attendees.

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

The WDC Exhibit + Sale is a **COMPETITIVE JURIED EXHIBITION** displaying one-of-a-kind functional art. Collectively, these artists continue to stretch the limits of western design and advance the genre's evolution, by creating museum caliber pieces that capture the essence of both the old and the new West.

### **The categories are:**

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

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

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

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

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

**MIXED MEDIA** | All pieces using a collaboration of materials are eligible for this category and award. These creations incorporate a showcase of multiple techniques, textures, and mediums. This category knows no limits, and pushes the envelope of design and artistry.

**WOODWORKING** | All pieces crafted with wood are eligible for this category and 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 judging this selection. Examples: tables, chairs, armoires, pool tables, wall hangings, screens, bars, beds, cabinets, desks, and vessels.

#### **Design Excellence Awards – \$19,100 is awarded annually**

Best of Show \$5,000 (All juried pieces are eligible to receive this award in design excellence)

Best Artist, Accents \$1000

Best Artist, Art to Wear–Fashion \$1000

Best Artist, Art to Wear–Jewelry \$1000

Best Artist, Leather \$1000

Best Artist, Metal \$1000

Best Artist, Mixed Media \$1000

Best Artist, Woodworking \$1000

Honorable Mention \$200 (awarded in the seven genre categories)

Historical Craftsmanship\* \$1000

Sonny Tuttle Spirit Award\* \$1000

Western Spirit\* \$1000

People's Choice Fashion Show \$1000

Best Collection Fashion Show \$1200

Honorable Mention Fashion Show \$500

\*All juried pieces are eligible to receive these awards.

#### **Exhibit + Sale**

The Exhibit + Sale will be held at the Snow King Center in Jackson Hole, Wyoming. It will showcase contemporary crafts and highlight 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 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 3-day Exhibit + Sale will be open to the public daily September 7-10 from 10am to 5pm.

#### **Winners' Circle Art Auction**

Past award winners are eligible for consideration to donate new works of art to be auctioned off. All proceeds benefit the artist and the annual WDC Artist Awards Fund, with a 50/50 split. Entries are due no later than April 1, 2017. A limited number of items will be featured this year.

## Sourcebook & Advertising

The 2017 WDC Sourcebook will be featured in *Mountain Living* magazine in print and online throughout the year. Each exhibitor will receive a listing.

## Pedestal Space

**ALL FUNCTIONAL ART** pieces in the juried exhibition/competition may be shown in the spaces detailed below. One pedestal ONLY per space. Providing or renting a white pedestal that fits your entry piece is the responsibility of the artist. The fee schedule for the floor space is as follows:

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<b>4 x 4 ft Space*</b>	<b>\$800 (includes ART TO WEAR)</b>			
<b>6 x 6 ft Space*</b>	<b>\$1000</b>			
<b>8 x 8 ft Space*</b>	<b>\$1100</b>	<b>2 Pieces (one pedestal)</b>	<b>8 x 8 ft Space</b>	<b>\$1400**</b>
<b>10 x10 ft Space*</b>	<b>\$1600</b>	<b>2 Pieces (one pedestal)</b>	<b>10 x 10 ft Space</b>	<b>\$1800**</b>

\*There are a limited number of 4x4, 6x6, 8x8, and 10x10 ft pedestals available. Pedestals are built to the specifications of your jury entry. All pedestal space is available 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).

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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 are excluded from this rule; they will be allowed to have a single cover and two pillows.
- Only self-contained lighting fixtures may be integrated into a pedestal.
- Business cards, brochures, and/or portfolios may be placed on your pedestal.

## Booth Space

Booths are professionally lined with craft paper and include 9' tall wooden walls, overhead trellis lighting, electricity, up to two chairs, and one skirted table.

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|----------------------------------|---------------|---------------------------|---------------|
| • <b>10 x 10 ft Booth</b>        | <b>\$2000</b> | • <b>10x 16 ft Booth</b>  | <b>\$2700</b> |
| • <b>10 x 10 ft Corner Booth</b> | <b>\$2400</b> | • <b>10 x 20 ft Booth</b> | <b>\$3600</b> |

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 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!

## Pedestal + Booth Space Package (\$200 savings)

**Pedestal Space (4'x4') + Booth Space (10'x10') \$2,600**

## Retail Row Booth Space

Retail Row is a secondary shopping location dedicated to retail merchants and takes place during the entire WDC Exhibit + Sale at the Snow King Center. Work displayed in booth space will not be part of the juried exhibition, and works sold there will not be eligible for awards or cash prizes. All product must be displayed inside the booth area. Fashion, jewelry, home accessories, art work and more will be featured in a boutique setting.

Retail Row Booths are pipe and drape OR 9' wooden walls; electricity for additional lighting is available.

- **6 x 8 ft Booth \$700**
- **10 x 10 ft Booth \$1100**
- **4x 16 ft Booth \$1050**
- **Corners add \$50**

## Cancellation Policy

- Cancellations before June 1 will be subject to an administrative fee of \$100
- Cancellations after June 1 will be subject to an administrative fee of 50% of the confirmed booth and pedestal fees.
- NO REFUNDS after July 1, 2017

**REGISTRATION DEADLINE: April 1, 2017. APPLY NOW!**  
***Juried Application Results Announced April 5***

## Questions?

Allison Merritt, Executive Director

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## Accommodations

Be certain to book early. Each year the town sells out during the Fall Arts Festival

**Snow King Hotel** (*on site*)

Mention offer: Western Design Conference Artist for discounted hotel and condo accommodations

SnowKing.com or 307.733.5200 for reservations

**Virginian Hotel and RV Parking** (*1 mile from WDC*)

Mention offer: Western Design Conference Artist for discounts

VirginianLodge.com or 307.733.2792 for reservations, ask for Judy

## 2017 EVENT SCHEDULE

### **Western Design Conference Exhibit + Sale**

Snow King Center, 100 E. Snow King Avenue, Jackson WY 83001

### **Wednesday, September 6**

8 am–6 pm Check-in begins, Booth move-in (no pedestal setup)

### **Thursday, September 7**

8 am–Noon Artist Pedestal setup/Pedestal lighting

12:15–5 pm Closed judging in progress

The Center is closed to ALL artists and booth personnel until judging is complete

5:30 pm Opening Preview Party, VIP entry

6 pm Opening Preview Party, General Admission

7:15pm Winners' Circle Art Auction

Past award winners will donate new works of art to be auctioned off. All proceeds benefit the artist and the annual WDC Artist Awards Fund, with a 50/50 split. A limited number of items will be featured.

7:30pm Runway Fashion Show

8:30-10pm Evening shopping + after party (stations of local catered creations + 5 open bars)

### **Friday, September 8 – Sunday, September 10**

10 am–5 pm WDC Exhibit + Sale, Retail Row, Designer Show House

2pm Design Excellence Awards Ceremony