



## ART ON THE CAMPUS EXHIBIT 2024 CALL FOR ARTISTS

### OVERVIEW

The West Des Moines Public Arts Advisory Commission and Parks and Recreation Department invite **regional artists (Iowa, Illinois, Minnesota, Missouri, Nebraska, Wisconsin, and South Dakota)** to submit an artwork application to participate in the 12th 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 **12** 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.
- The Art on the Campus exhibit will be 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 Instagram accounts
- The Art on the Campus exhibit is a listed feature on the Otocast app, a mobile audio guide. Selected artists are required to work with Otocast staff to record a short narrative about their artwork.

*\*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, the WDM School District's Learning Resource Center, and the Jamie Hurd Amphitheater. 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. The City of West Des Moines will not provide installation labor or equipment.

## 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 for 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 artworks must be the artist's original work (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, 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. To support an authentic, rich, and diverse arts culture for all, the West Des Moines Public Arts Advisory Commission commits to championing policies and practices of cultural equity that empower a vibrantly diverse, inclusive, equitable community.*

## ART ON THE CAMPUS 2024 EXHIBIT TIMELINE\*

- |   |                            |
|---|----------------------------|
| • Call for Artists issued                         | August 28, 2023            |
| • Artwork applications due                        | October 27, 2023           |
| • Selection panel deliberation and recommendation | November 2023              |
| • Notification of selection to artists            | By December 15, 2023       |
| • Delivery and installation of artwork            | April 1-14, 2024           |
| • Exhibit open to the public                      | April 15-November 15, 2024 |
| • Removal of artwork                              | November 16-30, 2024       |

*\*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 are due by 5 pm on Friday, October 27, 2023**

Contact Allison Ullestad (Arts, Culture, and Enrichment Supervisor) 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)