

## JOHN R. BERRY

2020 Festival Artwork Juror



Each year, HAAC invites a juror to select the Top 20 pieces for the Festival Artwork Competition. John R. Berry will be the 2020 juror.

Former Vice President of Corporate Communications at Herman Miller, John was also the founder and first Executive Director of Design West Michigan and founder and first Director of the Design Thinking Academy at Grand Valley State University. John has an MFA in Design from Cranbrook Academy of Art and a BS in Design and Spanish from Indiana University.



# TULIP TIME FESTIVAL ARTWORK

PRESENTED BY



**Alpenrose**  
restaurant & catering

## SUBMISSION CHECKLIST

- ORIGINAL, UNFRAMED ARTWORK
- \$35 ENTRY FEE PAYABLE TO HAAC (CHECK/CREDIT)
- COMPLETED SUBMISSION FORM
- DELIVER TO HAAC BY OCTOBER 5, 2019

All above items to be delivered to HAAC during business hours, October 2-5, 2019. Submissions are due no later than October 5, 2019 at 5:00pm. Late submissions will not be accepted.

Holland Area Arts Council  
150 E. 8th Street  
Holland, MI 49423

Please direct all questions to  
Mary Sundstrom at **(616) 396-3278**  
or [mary@hollandarts.org](mailto:mary@hollandarts.org)

SUPPORTED BY



2020  
**FESTIVAL  
ARTWORK**  
COMPETITION



in collaboration with  
**holland area  
arts council**



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## CALL TO ARTISTS

Tulip Time and the Holland Area Arts Council (HAAC) are pleased to announce the 2020 Festival Artwork Competition through which a work of art is selected for the official Tulip Time poster. In addition to the poster, the artwork is used on merchandise to be sold by Tulip Time.

## ABOUT THE PROCESS

Artists in Ottawa, Allegan, Kent, Muskegon and Kalamazoo counties are invited to submit artwork for the official Festival Artwork Competition and the Viewers' Choice Awards. Artists may submit up to three works for a single entry fee of \$35.

## ABOUT THE ARTWORK

Tulip Time's poster program began in 1982. Its long-standing history has produced a beautiful collection representing the festival and the Holland community. The poster is an integral part of Tulip Time and marketability of the artwork will be one of the prime considerations in the selection. Tulip Time reserves the right to alter the artwork for purposes of merchandising.

## THE JURORS & SELECTION PROCESS

This year's juror, John R. Berry, will judge the submitted pieces and select the Top 20. The official Festival Artwork will then be selected from this Top 20 by Tulip Time.

## VIEWERS' CHOICE AWARDS

The remaining Top 20 finalists' original works will be placed on display at HAAC during Tulip Time (May 2-10, 2020) for the Viewers' Choice Awards. A voting system will be used for the public to vote on their favorite artwork. Awards will be announced on May 9, 2020.

## CASH AWARDS

2020 Poster Winner: \$1,000      Viewers' Choice 2nd Place: \$300  
Viewers' Choice 1st Place: \$500      Viewers' Choice 3rd Place: \$200

## IMPORTANT DATES

October 2-5, 2019      Submission dropoff during HAAC business hours  
October 18, 2019      Top 20 artists notified  
February 2020      Art in Bloom Gala (winner announced)  
May 2-8, 2020      Viewers' Choice Awards voting  
May 9, 2020      Viewers' Choice Awards announced

## ENTRY REQUIREMENTS

- Artists 18 and over are welcome to participate.
- Artists must live in Ottawa, Allegan, Kent, Muskegon or Kalamazoo counties to be eligible.
- All mediums are accepted, keeping in mind that the artwork must reproduce well.
- The artwork theme must represent Tulip Time's mission to celebrate Holland's community today, tulips, and Dutch heritage. (No text please.)
- The orientation of the artwork can be either portrait or landscape, but the size of the original must be 16" x 20". No other sizes will be accepted.
- Artwork must be an original piece specific to 2020 Festival Artwork. To qualify, it cannot have been previously reproduced.
- The winning artist must be available to attend the following Festival Artwork related events prior to and during Tulip Time: Art in Bloom Gala February 2020; the Festival Luncheon on May 6, 2020; and participate in the Volksparade on May 6 or the Muziekparade on May 9, 2020.
- The winning artist will be responsible for creating the annual Tulip Time holiday card for the following year using original artwork, to be completed and submitted to Tulip Time by October 1, 2020.
- The winning artist will retain ownership of the original artwork, but irrevocably assigns to Tulip Time, via separate contract, exclusive copyright, trademark, licensing, marketing, distribution, reproduction and registration rights to the artwork for any and all purposes and uses.
- Selected Top 20 artists must submit a biography and artist statement for their artwork. These documents should not exceed 200 words each.
- Exclusive reproduction rights for the 19 finalists' artwork will be shared by Tulip Time and HAAC until June 1, 2020. Finalists are permitted to sell reproductions of their selected work after that date. Non-exclusive reproduction rights for the 19 finalists' artwork will be shared by Tulip Time and HAAC until June 1, 2021.
- Tulip Time will begin marketing the sale of artwork at the 2020 Art in Bloom Gala in February. If any of the Top 20 artwork sells between February and June 1, 2020, HAAC and Tulip Time will retain and split 40% of the sale price. Artists will have a chance to change their price in October, after accepting a spot in the Top 20. Any changes made in October 2019 will be final.
- All artwork MUST be available for display April 1 through June 1, 2020.
- By submitting to this competition, all artists are agreeing to have their artwork posted online.

## SUBMISSION FORM (submit with artwork and payment)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email (required) \_\_\_\_\_

**ENTRY 1** Title \_\_\_\_\_

Medium \_\_\_\_\_

Price/Value (include 40% commission) \$ \_\_\_\_\_

**ENTRY 2** Title \_\_\_\_\_

Medium \_\_\_\_\_

Price/Value (include 40% commission) \$ \_\_\_\_\_

**ENTRY 3** Title \_\_\_\_\_

Medium \_\_\_\_\_

Price/Value (include 40% commission) \$ \_\_\_\_\_

## LABELS (cut along the dotted lines and affix labels to the back of each piece)

**ENTRY 1** Name \_\_\_\_\_

Title \_\_\_\_\_

Price/Value \$ \_\_\_\_\_

**ENTRY 2** Name \_\_\_\_\_

Title \_\_\_\_\_

Price/Value \$ \_\_\_\_\_

**ENTRY 3** Name \_\_\_\_\_

Title \_\_\_\_\_

Price/Value \$ \_\_\_\_\_