High fives! You registered as an ArtPrize® 2020 artist. You’ve taken the first step towards creating unforgettable contemporary art experiences for half a million visitors from around the world this fall. And we couldn’t be more excited to work with you.

In the coming weeks, the ArtPrize 2020 exhibition will really take shape. Soon you’ll have the opportunity to work directly with the spaces throughout Grand Rapids that have already registered as ArtPrize venues, deciding where you’d like to show your work.

As an ArtPrize artist, you are absolutely essential to the success of the event this fall. We hope the information and tips in the pages that follow will take the guesswork out of confirming your participation in ArtPrize 2020.

Continue reading to find complete details on:

- Important Dates
- Artist Grants
- Artist-venue Connections
- Hosting Agreement
- Selling Artwork
- Insurance
- Voting Labels & Artist Statements
- ArtPrize Brand Guide + Artist Icons
- Temporary Housing
- Resources
- Official Rules For Artists
- Stay Informed

Let’s get started.
IMPORTANT DATES

Please keep these ArtPrize 2020 Registration and Connections dates in mind. Wondering what Connections is? Head to “Artist-Venue Connections” below for details.

<table>
<thead>
<tr>
<th>Event</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Venue Registration</td>
<td>Opens: March 2, 2020 Closes: June 18, 2020</td>
</tr>
<tr>
<td>Artist Registration</td>
<td>Opens: April 13, 2020 Closes: June 18, 2020</td>
</tr>
<tr>
<td>Connections</td>
<td>Opens: Early June 2020</td>
</tr>
<tr>
<td>ArtPrize 2020</td>
<td>September 16-October 4, 2020</td>
</tr>
</tbody>
</table>

ARTIST GRANTS

Grants are available to artists ahead of ArtPrize 2020 through several programs. Read on for details on the granting programs which are currently accepting applications.

**Artist Seed Grants**

ArtPrize is proud to offer Artist Seed Grants, presented by the Frey Foundation. These grants give 50 artists $2,000 each to help fund ambitious and challenging ArtPrize entries, and are intended to give a boost to artists who demonstrate both financial need and artistic merit. Half of these grants are awarded by open application, half are awarded by venues.

Applications are open April 13-June 18, 2020.

**Pitch Night Arizona**

ArtPrize is teaming up with the ArtWins Arizona to host Pitch Night — a one-night virtual event where an artist will leave with a $5,000 grant to create an ambitious outdoor installation at the Grand Valley State University (GVSU) Eberhard Center during ArtPrize this fall.

For the virtual event, five artists will be selected to give a pre-recorded five-minute presentation, using 5 slides each, to a panel of five expert judges. The panel of judges will view all the presentations, then ask follow-up questions of the artists. The panel will select the winner. The entire Pitch Night finals event will be broadcast live online, with details to follow. Pitch Night Arizona is presented and underwritten by ArtWins Arizona and Delta Air Lines

Applications are open until June 18, 2020.

Updated May 28, 2020
ARTIST-VENUE CONNECTIONS

Connect with a venue beginning in early June 2020.

About Connections
Now that you’ve registered as an ArtPrize artist and paid the registration fee, it’s time to find a space to host your artwork.

It’s important to note that your participation in ArtPrize isn’t fully confirmed until a venue has agreed to show your work in their space.

We call the process of artists and venues matching up “Connections” — a period during which registered artists and venues find each other on the ArtPrize website and agree to work together. ArtPrize plays no role in assigning artists to venues. Instead, you’ll decide where to show your work.

Connections Process
The process of selecting a venue is managed through the Connections tool on your ArtPrize Account and involves just four steps:

1. **Check for + Make Requests.** Registered venues will begin to browse our website for registered artists right away. You should take a look at available venues as soon as you can too, to find the perfect fit for your artwork. As soon as the Connections period opens, you can request to connect with venues if they think their space would be a good fit. Your requested venues will be listed under “Requested” in the “My Connections” area of your Account.

2. **Confirm Interest.** Found a venue you’d like to work with who’s also interested? Find them in your “Incoming Connection Requests” list and click “Yes” to confirm that you’re interested in showing your artwork at their venue. Once you do this, they move from “Requested” to “Pending” in the “My Connections” area of your account and they receive an email notification. Similarly, you’ll receive a notification if a venue you’ve requested to connect with confirms interest.

3. **Discuss Details.** When both you and the venue confirm mutual interest in working together, they’ll send you an email or give you a call to discuss the details of exhibiting your artwork. Make sure you agree on specifics (where the artwork will be installed, when it will arrive, who installs it, etc.). At this point, the venue will need to draft a Hosting Agreement (see below) and provide it to you to sign and return.

4. **Confirm Agreement.** As the final step, both you and the venue must confirm that you have signed the Hosting Agreement. Venues will confirm first, then you’ll do the same.

Updated May 28, 2020
Look for the confirmation button next to the venue in the “Pending” list in the “My Connections” area of your account and click “Yes”. Now the connection is complete.

This process must be completed — including confirmation of the hosting agreement on the ArtPrize website — before the close of the Connections period.

A few things to keep in mind:

- If you’re also registered for ArtPrize as a venue, you may exhibit your own work at your venue provided you use the standard Connections process.
- If you complete a Connection with a venue and then later you and the venue both agree to terminate this Connection during the Connections period, please email the Exhibitions Team at artists@artprize.org and explain the situation.

HOSTING AGREEMENT

The Hosting Agreement is a contract between venues and artists that details all the specifics of your working relationship. Venues need to provide each artist with a Hosting Agreement during Step 3 of the Connections process. It must be signed by both parties before your Connection is complete, to ensure both parties are on the same page about what to expect during the event.

ArtPrize provides each venue with a Hosting Agreement Template (view + download below) that you can customize based on your specific needs and what you negotiate with individual artists.

Every Hosting Agreement should include:

- A description of the artwork to be exhibited
- Specific requirements for the artwork (like lighting)
- How much space the artwork will take up in the venue
- Specific description of the agreed location within the venue
- Any additional open hours for the venue beyond the required minimum
- When the artist can start installation
- Arrangements for shipping, installation, and removal if the artist will not be attending the event
- Who pays for shipping (if necessary)
- Who pays for promotional materials (if any)
- Who is responsible for insurance and security during the event
- How sales are handled
- Who is responsible for artwork removal and how and when it will be removed

Updated May 28, 2020
These are the types of details that could easily be missed or miscommunicated without a Hosting Agreement in place, causing unnecessary strain between an artist and venue leading up to or during the ArtPrize event.

Artists and venues are expected to negotiate the terms until both parties are comfortable with the details. Note that the entire process of negotiating and signing a Hosting Agreement can be completed entirely through email—simply type your name into the signature section at the bottom of the Hosting Agreement to sign.

**View + download our Hosting Agreement Template**

---

**SELLING ARTWORK**

When adding information about your artwork to your entry profile, you'll notice that you have the option to offer your artwork for sale. The price you list will not be displayed publicly, and you can enable or disable this feature at any time.

Enabling this feature allows interested buyers to contact you. The details and completion of the sale are negotiated entirely between you and the buyer — ArtPrize is not involved in the sales process.

**How Sales Work**
- Indicate that your artwork is for sale on your entry profile and include any details you think a potential buyer might like to know (e.g., “this work is an edition”, “price varies based on framing”, etc.).
- You'll receive an email notification whenever an interested buyer make a sales inquiry by entering a message on your profile.
- You may email the buyer back and negotiate a sale on your own.

**Additional Info**
- ArtPrize does not broker sales. We do not take payment and we do not charge a commission.
- Venues may broker sales and take a commission. Make sure sales arrangements are clearly stated in your Hosting Agreement with a venue before signing it.
- Be cautious. ArtPrize does not accept responsibility for the actions of potential buyers.
- When you offer your artwork for sale, ArtPrize asks for a price. This is for internal use only and will not be displayed on your profile or printed on your label. It's up to you and your venue to decide how to communicate prices to potential buyers.
- All sales during the event are considered pending until the end of the event. artwork may not be removed from the Venue during ArtPrize.
INSURANCE

ArtPrize does not require artists to obtain insurance for their artwork, but it is strongly encouraged. Liability insurance can be very affordable and can protect the artist in the event of an accident during the installation or display of the artwork.

We also encourage venues to cover artwork as part of their insurance, in which case the artist must produce adequate evidence to validate the insurable value of the artwork for the venue’s insurance company. Ultimately, it is between the artist and venue to determine how insurance is covered (see Hosting Agreement), so ask your venue if they can or do provide insurance.

Fractured Atlas
Fractured Atlas is a nonprofit organization that serves a national community of artists and arts organizations. Fractured Atlas’ programs and services facilitate the creation of art by offering vital support to the artists who produce it. These services include access to clear and simple insurance quotes on all types of artistic activity.

Sign up for Fractured Atlas now by visiting fracturedatlas.org.

Purchase Insurance through Fractured Atlas
As a member of Fractured Atlas, you have access to a limited but vast selection of services, including high-quality, low-cost liability, property and casualty coverage for all types of artists and their work.

A Few Things to Keep in Mind

- General Liability coverage covers damage to Venues and uninvolved bystanders, but does not cover damage to your Artwork. Artwork coverage needs to be purchased separately.
- Artwork coverage is annual, carries a minimum premium of $580, and has a $500 deductible. Most people who choose to purchase Artwork coverage either have an expensive piece being shown at the event, or decided to cover all their entire body of work that they have on display, in their studio, and in storage. If you are only looking to cover one piece of art valued at under $1,200, purchasing this Artwork coverage isn't advisable.
- Short-term General Liability coverage (also known as an Event policy) is short-term, but the cost is usually determined by the number of spectators that your piece will have during that period. Artwork that is in high-traffic areas can make for expensive short-term policies. In instances like this, it tends to be less expensive to purchase an annual Artwork coverage policy, because the premium is calculated differently. Also, an annual policy will cover you anywhere in the USA (including your studio), not just on the premises of the ArtPrize event.
For questions regarding Fractured Atlas Associate Membership, available policies, and related services, please contact support@fracturedatlas.org.

VOTING LABELS & ARTIST STATEMENTS

ArtPrize prints one official Voting Label for each artwork entered in ArtPrize. Labels contain the title, medium and vote code, as well as the artist’s name, city and country. All labels contain voting instructions.

Voting Labels are distributed to venues. Either the venue or artist must place them next to the artwork before voting begins. This responsibility should be decided with the venue in advance.

Some artists find the need to print additional labels. In this case, please use the official PDF templates provided below.

Please note that ArtPrize does not print artist statements. However, an artist statement template is included with the Voting Label templates, so you may print your own and coordinate printing of the statement with your venue.

Click the links below to download ArtPrize 2020 templates:
- Artist Statement Template
- Single Artist Voting Label (For Sale)
- Single Artist Voting Label (Not For Sale)
- Collaborative Artist Voting Label (For Sale)
- Collaborative Artist Voting Label (Not For Sale)
- Youth Collaboration Artist Voting Label (For Sale)
- Youth Collaboration Artist Voting Label (Not For Sale)

ARTPRIZE BRAND GUIDE + ARTIST ICONS

When promoting your entry, you are not permitted to use the ArtPrize logo — ArtPrize reserves that logo exclusively for events, materials and locations produced by ArtPrize. Instead, we provide an Artist Icon that artists can use on promotional materials.

Two rules govern usage of the Artist Icon:
1. You may not alter the Artist Icon. The Icon must appear as it is, without any changes to its color, shape, etc.

2. You may not use the Artist Icon for commercial purposes. Anything you create using the Icon cannot be sold. (For example, you can make promotional t-shirts that use the Artist Icon, but you cannot sell them.)

The Artist Icon is to be used only by official ArtPrize 2020 artists. Use of these icons acknowledges delivery and understanding of the ArtPrize 2020 Brand Guidelines, and represents your acceptance of the terms and conditions contained within.

Click the links below to view + download:
- ArtPrize 2020 Brand Guidelines (coming soon)
- ArtPrize 2020 Artist Icon (coming soon)

---

RESOURCES

The ArtPrize Clubhouse
A perfect place to begin, end or break during your days at ArtPrize, the ArtPrize Clubhouse is exclusive to credentialed ArtPrize artists, venues, sponsors and media. Check the ArtPrize website for location and details.

Local Businesses
ArtPrize is pleased to work with local businesses who provide services that many Venues find useful in producing, shipping, and installing their work. Many of these businesses give discounts to ArtPrize Venues. Check back, as we will continue to update this list.

3D Virtual Tours
Perspective 3-D is offering affordable 3D virtual tours of your ArtPrize venue. Using 3D camera technology, Perspective 3D quickly captures your space to create an immersive 3D experience that invites online viewers to explore your venue just like they were there in person. Allow guests to engage with your exhibit online, making a connection before they arrive and getting a feel for your unique offerings. Perspective 3-D virtual tours are just as easy to share as a YouTube video or webpage link, can be embedded onto your website, uploaded to your Google business listing and can be viewed in virtual reality. ArtPrize discounted pricing available. Visit persepctive3-d.com or call Sherry at 616-312-3947.

Art Supplies
<table>
<thead>
<tr>
<th><strong>Repcolite Paints</strong> is a West Michigan-based paint manufacturer and retailer that's interested in providing discounted paint to ArtPrize Artists, especially for Artists producing murals. See website for locations and additional contact info.</th>
</tr>
</thead>
</table>
| Contact: Dan Hansen  
danh@repcolite.com  
repcolite.com |

| **Artwork Photography**  
**elz studios** specializes in photographing your artwork for printing, publishing, and social media. Our crew—led by Barry Elz with over 40 years experience—offers three ways to complete the experience: our studio in Holland, MI, your studio (anywhere), or during the ArtPrize event. We carefully light and create a high-resolution, perspective- and color-correct interpretation of your art (regardless of size or format), for distribution at ArtPrize or use during the exhibition or for your purposes after. 20% off when art is brought to our studio. |
|---|
| Contact Tiffany or Barry for further details and estimates.  
17 W 10th St.  
Holland MI 49423  
elzstudios.com  
barryelzstudios@gmail.com |

| **Fabrication & Construction**  
**West Shore Services** is your premier installer of fine art, sculptures and museum artifacts. Our services span from small paintings to extremely large, heavy, and/or bulky sculptures of all sorts. West Shore has a wealth of knowledge and rigging expertise willing to go above and beyond your expectations. We have been installing art pieces for various museums statewide for decades. We have also been installing exhibits for various artists from around the country since the beginning of the Art Prize competition. No project is too big, and you will be amazed at the customer service you receive. Call Eric anytime to discuss your art piece and let’s begin the planning process of your installation. |
|---|
| Eric Poelman  
Art and sculpture installation specialist  
Office 616-895-4347  
Cell 616-291-0814  
Email epoelman@westshoreservices.com |

| **Metro Engineering** is a full-service prototype and fabrication shop, including CAD capabilities, CNC machining, casting, painting, and project fabrication consulting. With 11 |
skilled craftspeople, we have a solid working knowledge of most materials used in the fabrication world.

845 Ottawa NW
Grand Rapids MI 49503
(616) 458-2823
Contact: James Cook
jcook@metroengineering.net
metroengineering.net

Padnos Iron & Metal is a full-service recycling company that recycles all metal, plastics, paper, e-scrap, and more. Incoming scrap material is full of inimitable textures, colors, compositions, and contours. Types of metal include, copper, brass, aluminum, stainless steel, nickel based alloys, galvanized steel, cast iron, gears, electric motors, and much more. All ArtPrize artists will receive employee pricing for their material.

2125 Turner Avenue NW
Grand Rapids, MI 49544
(616) 551-5925
Contact person: Dave Hendrix

Framing

Four Corners Framing Company: Mention this listing to receive 25% off any work needed to prepare your art for display in ArtPrize!

232 N. River Ave.
Holland, MI 49424
Contact: Michelle Calkins or Kate Black
(616) 396-6300
4cornersframing@att.net
fourcornersframingco.com

Frames Unlimited is a fourth generation local family business offering professional picture framing products and services. Products include custom and ready-made frames, mats, mounting boards, stretcher bars, and several glazing options including U-V filtered. Services include conservation framing and creative design assistance by knowledgeable associates delivering unsurpassed personal service. 20% off to ArtPrize artists. Two locations to serve you:

2964 28th St. SE
Kentwood, MI 49512
(616) 942-0091
Contact: Kathy Ford
kford@framesunlimited.com
4045 Plainfield Ave NE
Grand Rapids, MI 49525
(616) 364-9529
Contact person: Anne Bridges
contactus@framesunlimited.com

Lighting & Theatrical Supplies
John S. Hyatt & Associates is a full-service theatrical supplier. We have a full stock of lamps, gel, tape, fabric, paint, and other supplies for lighting and scenic work. We also offer lighting and rigging services as well as rental equipment. We’re located just across the river from downtown GR. Feel free to call, email, or just stop in! There are no strange requests, just creative solutions!
1765 Alpine Ave NW
Grand Rapids, MI 49504
(616) 451-9245
Contacts: Johanna and Jessi
sales@jshaa.com
jshaa.com

Printing
Allegra Marketing: Celebrating 35 years in business, Allegra Marketing Print Mail is a full-service marketing communications provider. We offer marketing, print, and design services, including web, signs, displays, and direct mail. Allegra is a local, family-owned source for strategic marketing with measurable results, located just 15 minutes from downtown Grand Rapids.
(616) 248-4110
orders@allegragr.com
allegragr.com

Corporate Color Graphics: Servicing West Michigan for over 30 years, Corporate Color Graphics is a locally owned creative source for multiple output and fabrication options. Featuring large-format photographic (Lambda) imaging as well as art canvas output, fine art paper output, backlit display duratrans, banners, custom wallpaper, permanent and removable printed vinyl, and direct-to-substrate imaging on glass, acrylic, metal, and wood, Corporate Color Graphics features a complete arsenal of display fabrication, prototyping, CNC cutting, laser cutting, finishing, and installation options. We also produce support
materials such as flyers, postcards, business cards, signs, and banners. Participating ArtPrize Artists receive a 10% discount on displays printed by Corporate Color Graphics.

3525 Lousma Dr SE
Grand Rapids, MI 49548
(616) 774-9583
customer.service@corpcolor.com
corpcolor.com

**Crop Marks Printing** is a full service, environmentally-friendly print and sign shop offering everything from postcards and business cards to vinyl banners and more. We have high-speed digital printing and can quickly turn your projects. We offer free downtown delivery, and can often bring your printed items to your Artprize location. Other services include posters, stickers, canvas prints, vehicle magnets, and more! All registered Artprize artists receive a 20% discount.

128 Coldbrook St NE
Grand Rapids, MI 49503
(616) 356-5555
cropmarksprinting.com

**Perrigo Printing** is located in the heart of downtown Grand Rapids, allowing us to offer same-day delivery right to your venue. We can turn around most printing requests within hours. Our printing services include banners, vote cards, business cards, and postcards. We can print from PDF files or help you with design and set up of your artwork. We're offering a 10% discount to all ArtPrize Artists!

125 Ottawa Ave. N.W.
Grand Rapids, MI 49503
(616) 454-6761 (phone)
(616) 454-4448 (fax)
order@perrigoprinting.com
perrigoprinting.com

**Print Place for Artists** provides Giclée printing services for photographers, digital artists, and fine artists who need high-quality reproductions on canvas or fine art papers. We also provide scanning services for fine art reproductions of watercolors, oil, and mixed media. Our printing services are primarily for large-format work, up to 44" wide, depending on the available media. We achieve high quality with color management and acid-free fine art papers and canvas. Participating ArtPrize Artists are offered a 20% discount.

(616) 304-1802
Contact: Stan
stan@printplaceforartists.com
printplaceforartists.com

**Screaming Gnat Studios:** Flyers, business cards, postcards, posters, and all types of promotional items. Located downtown and open 8 a.m.–6 p.m. Monday–Friday.

(616) 458-6636
www.screaming-gnat.com

**Sir Speedy** is a full-service printing, signage, and marketing services national franchise. We have been in the Kentwood area for over 20 years and have worked with artists. We produce stickers, labels, signage, graphic design, and traditional print. For anyone who indicates they are an ArtPrize artist, we will offer 15% off any order (20% off any order placed by August 31).

Contact: Pactick Cox, Vice President
(616) 554-7777
patrick@sirspeedygr.com
sirspeedygr.com

**Vinyl & Signs**

**Britten, Inc.** Headquartered in Traverse City, Britten is the leading provider of creative production services, event signage, and large-format digital printing. Whether you are an Artist, Venue, or sponsorship organization, Britten is your source for printing custom, creative displays. Products include large-format printed wallscapes, tents, light pole banners, wayfinding signage, window decals, event booths and displays, and any other specialty printing project. Call us today to get started developing your custom ArtPrize event display! We offer a 10% discount to all ArtPrize Artists.

2322 Cass Road
Traverse City, MI 49684
(800) 426-9496
Contact: Matt Zerilli
mzerilli@brittenbanners.com
brittenbanners.com

**River City Graphics** has been a major manufacturer of custom-made, quality screen-printed promotional items and vinyl signage for over 25 years in the Grand Rapids area. Our employees are highly skilled and trained professionals that can handle your job from concept to finished product. River City Graphics provides screen-printing and vinyl signage on wood, plastic, paper, metal, glass, and vinyl. ArtPrize Artists and Venues can mention this listing for a 10% discount.

Updated May 28, 2020
OFFICIAL RULES FOR ARTISTS

The following is a summary of the Official Rules for Artists:

- Each Artist must be at least 18 years old at the time they register.
- Artists must pay a $50 non-refundable fee to enter their Artwork. Team entries pay a non-refundable flat fee of $100.
- For any team entry, every individual that makes a significant creative contribution to the Artwork must be registered as an Artist and officially attached to that Artwork and to no other Artwork. Volunteers or contractors that did not make a significant creative contribution to the Artwork do not need to be registered.
- Artwork must be shown at an ArtPrize Venue.
- Secondary elements of an Artwork (or instances of a performance) may appear elsewhere, but the primary element and/or documentation of an Artwork must be at its Venue.
- Artists must sign a Hosting Agreement with their Venue.
- Artwork may be a single piece, a collection of pieces, or an installation with multiple elements. In any case, an Artwork is titled and voted on as a single unit.
- Each entry must be classified as only one of four Categories: 2-D, 3-D, Time-based, or Installation. Artists must identify their entry’s Category during the registration process. Category identification is subject to ArtPrize review; ArtPrize makes final decisions about the Category of each entry.
- If an Artwork is Time-based or performance-oriented, the Artwork must at least be performed within the first round of voting with an artifact or other representation (props, a video, etc.) left behind for presentation during the remainder of the competition.
- Only original Artwork is eligible for submission. The Artist is responsible to ensure that the Artwork does not infringe on any third party’s proprietary rights.
- The Artwork must be currently owned by the Artist or by the team of Artists.
- The Artist is responsible for transportation of the Artwork to, and removal of the Artwork from, the applicable Venue, unless otherwise provided in the applicable Hosting Agreement or other arrangements with the Venue.
- Artwork from prior ArtPrize competitions, or Artwork that is identical to entries from prior ArtPrize competitions, may not be entered in ArtPrize.
- Artists that win any of the Public Vote prizes and/or Juried Awards are ineligible to enter ArtPrize the following year (e.g., the winners of ArtPrize 2014, including all members of
team entries, may not enter ArtPrize 2015, winners in 2015 may not enter ArtPrize 2016, and so on).

- Artists who with the Public Vote Grand Prize or the Juried Grand Prize are not eligible to enter again.
- A maximum of two entries per Venue may advance to the Final 20 in the Public Vote.

---

**STAY INFORMED**

- Add [artists@artprize.org](mailto:artists@artprize.org) to your email contacts. Once you’re registered, the email address associated with your ArtPrize account will be added to our mailing list to receive important updates from our Exhibitions Team via MailChimp. You won’t want to miss these Connections tips, deadline reminders, and more.

- Follow ArtPrize on social media: [Facebook](https://www.facebook.com), [Instagram](https://www.instagram.com), [Twitter](https://twitter.com)

- Have questions? Email our team at [artists@artprize.org](mailto:artists@artprize.org). We’re happy to help.

---

Updated May 28, 2020