

HUBBELL HOMES Presents the DES MOINES ART CENTER'S
Nurturing A Student's Vision



Greetings from the Des Moines Arts Festival!

Hubbell Homes, Des Moines Art Center and Des Moines Arts Festival are proud to invite your school and students to participate in **Nurturing a Student's Vision: Celebrating Artists K-12 student art exhibition** (NSV) at the Des Moines Arts Festival on June 25-27, 2010, in downtown Des Moines at Western Gateway Park! The Festival is Iowa's premier celebration of the arts and attracts more than 200,000 guests annually.

NSV is a program that spotlights the creativity of children in kindergarten through 12th grade attending schools in central Iowa through a special exhibition on-site at the Des Moines Arts Festival and six weeks after at the Central Library Downtown Des Moines. It recognizes students' artistic achievements at the Visionary Artist Ceremony and NSV Reception, and rewards them with a Certificate of Appreciation along with a Des Moines Art Center Student Membership. Last year the exhibit showcased the work of 373 students from 94 schools!

If you are interested in enrolling students in the NSV program, please review the Official Guidelines, complete and return the electronic Letter of Intent. Both the Official Guidelines and Letter of Intent are attached or can be found online at www.desmoinesartsfestival.org/nsv. Return completed Letter of Intent to the Festival by Friday, March 26, 2010, to confirm your school's participation.

Once you have returned the Letter of Intent, it is now your responsibility to select up to four (4) students' works of art from your school to be included in the NSV program. All work must have been created during the 2009-2010 school year. All work selected and submitted by you for the NSV program will be exhibited at the Festival and Central Library. To submit your students' works of art, you will then complete the NSV Art Entry Form. Instructions about completing the Art Entry Form and details on how to deliver the work are included in the Official Guidelines.

When all work has been submitted, encourage your participating students, parents and families to view the exhibition at the Festival. Festival hours are Friday, June 25 from 4-10 p.m., Saturday, June 26 from 10 a.m.-10 p.m. and Sunday, June 27 from 10 a.m.-5 p.m. The Festival is held in downtown Des Moines at Western Gateway Park on Grand Ave. and Locust St. between 10th and 16th St.

In addition to the exhibition, a jury chooses artwork from five (5) of the participating students to be made into banners that accompany the exhibit on-site at the Festival. After the Festival, the entire exhibit is showcased at the Central Library and banners are displayed at the Des Moines Art Center.

Hubbell Homes will host the NSV Reception on Sept. 1, 2010, at 6 p.m. at the Central Library. Here, all participating schools are eligible to win one-of-five \$100 awards for art supplies. In addition, two students will receive Des Moines Art Center scholarships and one student will receive a family membership to the Art Center. Schools and students must be present to win.

Thank you for the vital role you play in art education. Your participation and support in Hubbell Homes' Nurturing a Student's Vision will make this a successful venture for all involved. The Des Moines Art Center and Des Moines Arts Festival appreciate your efforts to foster and encourage artistic achievement and will honor all participating teachers with an educator membership to the Art Center or renewal with submission of artwork to the exhibition.

We look forward to creating a wonderful exhibit and thank you in advance for your contributions to this outstanding display of Iowa's most talented young artists.

Sincerely,

Rick Tolleson, President and CEO
Hubbell Homes

Stephen King, Executive Director
Des Moines Arts Festival

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Nurturing a Student's Vision Letter of Intent
Des Moines Arts Festival: June 25-27, 2010

This application is a fillable form that may be completed and submitted online (*see instructions below*)

Form instructions:

- 1.) Please type the information below in the spaces provided.
- 2.) When the form is complete print a copy for yourself
- 3.) After you have printed a copy for yourself, click the %submit+button at the bottom of the page and the form will be sent to the Festival
- 4.) Form must be submitted online to the Festival by **Friday, March 26, 2010.**

School Name _____

Address _____

City _____ State _____ Zip Code _____

School Phone _____

Principal Name _____

Principal E-Mail _____

Art Teacher's Name _____

Home Address _____

City _____ State _____ Zip Code _____

Home Phone _____

Teacher Email _____

Please direct any questions to:

Bryan Butcher
Des Moines Arts Festival: NSV
700 Locust St., Ste. 100
Des Moines, IA 50309

Phone: (515) 255-1585
Fax: (515) 286-4942
Email being@dreamsenses.com

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Nurturing a Student's Vision Official Guidelines Des Moines Arts Festival: June 25-27, 2010

How to apply for the NSV program.

Step #1 Eligibility:

- Participating schools will be from the Heartland AEA 11 region.
- Each elementary school may submit up to four works.
- Elementary school artwork must be no larger than 12" x 18"
- Each secondary school may submit up to four works.
- Secondary school artwork must be no larger than 18" x 24"
- Any **two-dimensional** media is acceptable, except stretched canvases.
- No three-dimensional works will be accepted
- Artwork must be created in the 2009-2010 school year.
- **Do not mount or mat artwork.** Staff will mount submitted artwork.

Step #2 Letter of Intent: *(This is a fillable form that may be completed and submitted online)*

Form is due by Friday, March 26, 2010 to secure the entry of your school into the program.

- Visit www.desmoinesartsfestival.org/nsv to access the NSV Letter of Intent.
- When the form is complete print a copy for yourself
- After you have printed a copy for yourself, click the %submit+button at the bottom of the page and the form will be sent to the Festival
- Forms must be submitted online to the Festival by Friday, March 26, 2010.

Step #3 Student Art Entry Form: *(This is a fillable form that may be completed and submitted online)*

- **Form is due by Friday, April 30, 2010.** Please note this is also the last day for student artwork delivery
- Visit www.desmoinesartsfestival.org/nsv to access the Student Art Entry Form.
- Type student artist information in spaces provided.
- Print two (2) copies using the %Print Form+button located at the top of the document and cut apart.
- Attach one (1) student label to the back of appropriate artwork. Clip the remaining student label to the back of the corresponding artwork.
- Submit the form to Des Moines Arts Festival by clicking the %Submit Form via Email+button located at the top of the document.

Step #4 Student/Parent Letter:

- After choosing your student artwork, go to www.desmoinesartsfestival.org/nsv to access the Student/Parent letter.
- Print and send letter home with each student you selected to participate in NSV.

Step #5 Protection:

- Laminate OR wrap ALL works in acetate (no exceptions). No kitchen plastic wraps or document protectors.
- Works not laminated or wrapped in acetate will not be accepted into NSV.
- The exhibit will take place outside under a tent. The Des Moines Art Center, Downtown Events Group and Des Moines Arts Festival are not responsible for lost or damaged artwork.

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Step #6 Delivery of Student Artwork:

- **In person:** West entrance of the Des Moines Art Center (the loading dock) on April 26 . April 30, 2010. Drop offs can be made Monday through Friday from 9 a.m. to 5 p.m.
- **U.S. Mail:**
Nurturing A Student's Vision
The Des Moines Art Center
4700 Grand Avenue
Des Moines, IA 50312

Step #7 Pick-Up of Student Artwork:

- Pick-up artwork immediately following the NSV Reception on Sept. 1, 2010, at 6:00 p.m. The reception will be held at the Central Library, 1000 Grand Ave., Downtown Des Moines.
- Artwork will **NOT** be sent to schools or students.
- Work not picked up will be taken to the Des Moines Art Center (address above) and stored in the office of Peggy Leonardo, Studio Programs Director. Contact her at (515) 271-0321 or email pleonardo@desmoinesartcenter.org.
- Please make arrangements to pick-up the artwork by October 30, 2010. After this date, artwork will be disposed of.

Step #8 Teacher Check-List:

- Read Official Guidelines.
- Submit completed Letter of Intent to Festival by **March 26, 2010**.
- Select your student artwork (up to four per school).
- Complete Art Entry Form and submit to Festival by **April 30, 2010**.
- Deliver or mail Student Artwork to the Des Moines Art Center between **April 26 – April 30, 2010**.
- Send the Student/Parent letter home with participating students to inform them of upcoming events.
- Attend Visionary Artists Ceremony at the Des Moines Arts Festival on **June 26, 2010 at 11:00 a.m.**
- View Student Artwork from participating schools on display at the Central Library between July 5 . Sept. 1 2010.
- Attend Nurturing a Student's Vision Reception on **Wednesday, Sept. 1, 2010 at 6:00 p.m.** at the Central Library. We strongly encourage students and their families to attend so please remind them. Artwork can be taken home that evening.

Please direct questions to:

Bryan Butcher
Des Moines Arts Festival: NSV
700 Locust St., Ste. 100
Des Moines, IA 50309
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Email: being@dreamsenses.com