



28TH ANNUAL
Studio Tour
Northeast Iowa Artists' NIAST, Inc.

**Northeast Iowa Artists' Studio Tour • Oct 10, 11 & 12, 2025 • 10-5 Daily • www.lowaArtTour.com
POSTMARK DEADLINE TO APPLY March 1, 2025**

Mission statement: To provide for the public to experience the artist in their studio surroundings, to view the tools utilized, and the techniques involved in the creation of the artists work and to purchase art directly from the artist.

media - limited to fine art/fine craft

Items: Painting, sculpture, jewelry, photography, clay, wood, glass, printmaking, handmade paper, fiber, etc. as seen at Fine Art Fairs.

All works must be original in concept and design and executed by the applicant: works from molds/kits, commercial/manufactured items, and buy/sell not permitted. Juried via email by professional artists. Items exhibited must be representative of those juried in. Criteria based on: originality/quality of work, and working studios of the artist, in the Tour area, with address within 40 miles from Decorah city limits, in Iowa.

entry fees/categories - Postmark Deadline March 1, 2025. Late images + \$40 late fee. Late applications + \$50 late fee

Submitted application is agreement to participate, fees are non-refundable. Checks of those not selected returned. Text subject to editing.

- **\$25 JURY FEE - All new applicants that did not participate in 2024 are required to jury in. Jury fee is nonrefundable.**
 - **\$265 - 1 MEDIA - 1 BOX in brochure - Individual or Collaborative Media** (2 artists creating 1 media, both Artists sign each piece or use business name) 1 contact info, 1-2 pictures at discretion of designer. 10-18 word description.
 - **\$450 - 2 SEPARATE MEDIAS - 1 BOX in brochure - ONLY Family/Married that are 2 Individual Artists, living at 1 location.** 2 pictures/1 of each media, 1 contact info, 10-18 word description in total (equals \$225 per artist). *This choice is optional, may choose individual category instead for \$265 each, if 1 box per media/more space is preferred.*
 - **\$450 - 1 MEDIA AT ARTIST'S BUSINESS/GALLERY LOCATION - 1 BOX in brochure.** For an Artist with a gallery representing other work in which more than 25% of items for sale are other than Artist's artwork. 2 pictures/1 of media and 1 of gallery interior, 1 contact info, 10-18 word description total, (fee equals \$225 per artist, \$225 for business location/advertising).
 - **\$265 - BUSINESS/HOSTING LOCATION, ONLY hosting an Accepted Artist(s) that has an inaccessible site and move is accepted by the NIAST Board.** Fee is required from the location, when hosting an artist(s) and is NOT the studio of an accepted artist. Participation is subject to review by the NIAST board. Submit 10-18 word listing. Accepted Artist(s) fee required in addition to location fee. Details negotiated and agreed upon by both parties prior to acceptance between Artist(s), location and NIAST Board. Listing similar to Artists on web-site. In brochure there is no guarantee of separate box for location information. Per the Mission statement of the Studio Tour, preference is given to brochure space for Studio Artists. Efforts will be made to display location in inset or other location if location is of historic, cultural or arts related significance, similar to 2024 brochure layout. *Each artist at the Business site must submit application. Only accepted artists can exhibit, no guests.
- *******BUSINESS/HOSTING \$265 PLUS Artist \$265 FEES are REQUIRED WITH APPLICATIONS. Will not be considered without.*******

digital images - EMAIL OR SEND Duplicate CD only, will not be returned. images sent after 3/1/2025 include \$40 late fee

- **New applicants submit 4 digital images emailed or on cd with application:** 3 of current work, in proportion to work exhibited, 4th of you-at-work. Images specs: min 4" short side, 300 DPI Jpegs. 1- 5MB each. **Email Subject Line: NIAST2025- IMAGES - (Your Name)**
- **No Slides accepted. Photos - add \$25 per image for scanning, include SEPARATE CHECK, non-refundable.** NIAST will digitally photograph artwork for your brochure application, minimum cost \$50, call Darla Ellickson 563-382-2295.
- **New Applicant(s) must submit detailed map and directions, with short paragraph/directions from nearest major intersection.**
- **Returning Artists must submit 1 new artwork image by March 1 2025 in email to:** darla@earloops.com. Minimum size 1 to maximum size 5MB, 300dpi. Label JPEGs with: last name, first name, #. **Email Subject Line: NIAST2025- Images - (Your Name)**
- **Artist profiles on web:.** Due Apr 15. Submit short paragraph and 3-5 images. **Email Subject Line: NIAST 2025- PROFILE - (Your Name)**

brochure bulk mailing - submit your customer list - by 3/1/2025 digital only - after include \$25 late fee.

In 2024 NIAST mailed nearly 6,000 Tour brochures in a bulk mailing to clients from Artists mailing lists, past requests, and survey cards. Survey cards show that this mailing is NIAST's most effective advertising. Send your list with your application, or before March 1. **ONLY Compatible Excel, tab-delineated, or Filemaker Pro format, sorted by zipcode. In separate digital file, send your names to delete.**

artists' responsibilities

- All exhibitors are responsible for collecting 7% Iowa sales tax. Your name is submitted as an exhibitor.
- NIAST Inc. recommends Artist(s)/locations maintain their own individual liability insurance.
- Artist's Studios/locations must be open all Tour hours and Artist must be present all days. Artists are encouraged to demonstrate.

win art program - drawing for an Art prize - at your studio - you ship

Participation is voluntary. Uniform drawing card pdf emailed, return to Tour for bulk mail list. Submit item image, description and value with application for web-page and brochure. **Display art at your studio, draw a winner from tour-goers at your spot - encourage attendance.**

looking for sponsors and advertisers - deadline April 15 for inclusion in brochure

SPONSOR Program - Sponsor Levels - Higher dollars = higher listing.

1. **Art Supporter** - For \$50-\$99 - your name will be listed on the very popular Tour website www.lowaArtTour.com!
2. **Friend of the Arts** - For \$100-\$199 you get your name on www.lowaArtTour.com (+ in brochure if space allows, preference to higher \$).
3. **Sponsor** - For \$200 to \$999 - **you get your logo + your website** in brochure and on website.
4. **Major Sponsor** - For \$1000 and above, you get **above - larger - Major designation** - and top ranking in the Sponsor listing!

Advertising - in the Lodging and Dining section - 1 listing for \$95. A business with 2 locations can advertise both for \$175. Prepaid only.

Reach 15,000+ discriminating, cultural tourists in a full-color **brochure** and plus more than 350,000 hits on the **website!**

Contact people to be a sponsor or advertiser. Or let Glen know who to contact: glenlxn@gmail.com or darla for an invoice sheet.

Signed release required to participate - Application will not be accepted if not SIGNED AND DATED (MANDATORY).



I do not hold NIAST Inc., and/or Ellickson Jewelry Collection Studio & Gallery, its officers or agents responsible for accidental loss or damage of any kind. I acknowledge the General Comprehensive insurance coverage for NIAST Inc. does not provide my premises any liability coverage of any sort. I have read and understand the rules and agree to observe them. Submitted application grants NIAST permission to use artist images for publicity purposes. An application is a commitment to participate, no refunds will be given.

SIGNATURE _____ DATE _____
Iowa Sales tax number (REQUIRED - MANDATORY) # _____

APPLICATION POSTMARK DEADLINE TO APPLY MARCH 1, 2025.

Send signed/dated application, payment (required) and images to: Darla Ellickson
3175 Middle Sattre Rd.
Decorah, IA 52101-7416
Email images to: **darla@earloops.com**

LATE FEE \$50



EMAIL SUBJECT LINE: NIAST 2025 . IMAGES - (your name)
***REQUIRED* NIAST 2025 . PROFILE - (your name)**

NAME(S) _____
BUSINESS NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
PHONE (DAY) _____ (EVENING) _____ PHONE IN BROCHURE _____
 Handicap Accessible Handicap Accessible w/help Open other times by Appointment Year-round showroom Will have Studio Drawing
E-MAIL _____ WEB-PAGE _____
MEDIA _____ DESCRIPTION IN BROCHURE -10 to 18 WORDS Use same text as 2024 OR
NEW TEXT _____

REQUIRED Participating Tour Artists are required to submit at least 1 artwork into the NIAST Preview Show at ArtHaus for the month of Sept. ArtHaus retains 30% if item sold. Opening and dates to be determined.

BE A SPONSOR - Get extra notice as a supporter of the arts in northeast Iowa

I'd like to be a NIAST sponsor - Donations over \$200 receive name, logo and website in the brochure and online!
 More than \$1000 - MAJOR SPONSOR. \$200-\$999 Sponsor. \$100-\$199 Friend of the Arts. \$50-\$99 Arts supporter

FEE CATEGORY: SEPARATE check(s) payable to NIAST Inc. - RETURNED CHECKS SUBJECT TO A \$40 FEE. LATE FEE \$50

- \$25 - Jury fee for all new Artists who did not exhibit in 2024. Jury fee is nonrefundable.
- \$265 - Individual or Collaborative/1 media/1 location/1 box
- \$450 - Family/Married/double/2 Individual Artists/2 Separate Medias/1 location/1 box
- \$265 - Business/location hosting artist. Which Artist(s) _____ Artist must also be accepted/submit application/fee
- \$450 - Artist at Artist's Studio/Retail location in which other items are for sale and Artists' work is not at least 75% of those items for sale (media plus location fee, similar to double fee) 1 box.

TOTAL. Make check to: NIAST Inc. Send all to: NIAST Inc. • 3175 Middle Sattre Rd. • Decorah, IA 52101-7416

REQUEST TO EXHIBIT AT A LOCATION THAT IS NOT MY WORKING STUDIO - PROVIDE ON SEPARATE SHEET.

In order to participate in the Northeast Iowa Artists' Studio Tour, your working studio must be located within the Tour area. Under certain conditions of inaccessibility, requests will be considered to participate at a location that is not your working studio. Each request is handled individually by the board. The **Mission of the Tour continues to be: To provide for the public to experience the artist in their studio surroundings, to view the tools utilized, and the techniques involved in the creation of the artists work and to purchase art directly from the artist.** Supply any supporting documentation, ie: response to, photos, etc.

1. What part of your processes can you exhibit to explain and demonstrate your process?
2. Is your working space not accessible to the public? If so, please explain how.
3. What is your reason for requesting a location outside of your working studio?

Host \$265 fee and Artist \$265 fee are required with applications to be considered to host an artist

Include me in the bulk mailing. Quantity _____ Included w/application Will send by 3/1/2025

Lodging/dining/sponsors to contact to be in Brochure.

I'd like to help! Please call on me for Tour-related work - it helps keep costs & Artist fees down! Check all that apply
 Distribute brochures/posters Contact Advertisers/Sponsors Submit Press, calendar of events Input drawing cards

calendar	2025	artist checklist - Separate checks to: NIAST Inc.
March 1.....	Postmark/Application deadline	<input type="checkbox"/> Fee(s) to NIAST Inc.: <input type="checkbox"/> Jury <input type="checkbox"/> single <input type="checkbox"/> double <input type="checkbox"/> location <input type="checkbox"/> SPONSOR
March 15.....	Notification of Acceptance	<input type="checkbox"/> 4 images-new Artists. Email-Subject line: NIAST 2025 - Images - (your name)
April 15.....	Web Profile, Sponsors/Ads Due	<input type="checkbox"/> Returning Artist- 1 NEW ART IMAGE REQUIRED +self image. send in Email
Sept 1-30?.....	All - Preview Show at ArtHaus	<input type="checkbox"/> DUE APR 15/Web Profile email Subject line: NIAST 2025 - Profile - (your name)
October 10, 11 & 12.	Tour, Fri-Sat, 10-5 daily	<input type="checkbox"/> Detailed map/directions/Win Art studio drawing (Opt) w/Application
		<input type="checkbox"/> DUE 3/1/2025 /Mailing list. Excel, Filemaker Pro. Digital only. Sort by zip.

membership
Participation in the Northeast Iowa Artists' Studio Tour (NIAST, Inc.) includes being a member in the NIAST Inc. organization. NIAST Inc. is a 504(a) not for profit organization. NIAST membership is on an annual basis from your acceptance of that year until the next years applications deadline. Members vote for the NIAST Inc. board annually and on items as presented to them by the board. Any participating Artist may run for the board. The board determines policy. Board positions are 3 years and are staggered. Board members are voluntary and not compensated. Current 5-member board includes: Steve & Peggy Kittelson Glen & Darla Ellickson, and Warren Shuros. **Contact: Darla or Glen Ellickson • 563-382-2295 • darla@earloops.com**