



Would you like to be a part of the International Art Festival 2012?

Our aim is to arrange a yearly recurring art festival with an international cut. In 2011 we accomplished our first festival with great success, and have now started the planning of Art Festival 2012.

The idea of the festival is to gather artists from all over the world. Artists who would like to exhibit with colleagues, artists who would like to be active with their art during the 9 days the festival is running.

The festival will consist of several parts

- The juried part consisting of approx 40 artists who are juried and will exhibit in groups selected by the festival organisers.
- There will be a tent for children where all children will have the opportunity to paint.
- Arrangements will also be made for adult visitors to display their artistic skills.
- There will be an exhibit with invited artists - they have not been chosen yet.
- There will be performances in the streets
- ..and perhaps many more initiatives. All the ideas are not yet in place.

Contact will be made to foreign media and to the Danish artists' own contacts thereby inviting artists from abroad. Thus, all artists are urged to inform art colleagues abroad about the festival.

The festival will be a juried exhibition; this in order to achieve a quality of the work of art that is worthy of an international exhibition, and to make the audience visit the exhibits more than once during the duration of the festival, and to return year after year.

All artists who wish to participate in the juried part of the festival, both at home and abroad must

- Send digital photos of their art to the jury.
- This is free of charge.
- The assessment is done, solely, on the artist's digital photos.
- **Only three** works per artist is permitted
- The quality of the photos must be equivalent to 300 dpi.
- **Photos, which do not fulfil these conditions, will not be juried.**
- **The deadline for submission of art photos to the jury is November 1st 2011.**
- Mail to: mgart@mail.dk. The artists who get through the assessment, must then pay a fee of DKK 3,500. (470 EURO) in order to participate.

All the artists who get through the assessment and have paid the fee at the latest January 1st 2012, will be paired off with one or more artists chosen by the festival organisers, so that all the exhibitions consists of two or more artists. All the participating artists must at the latest February 1st 2012, submit a digital photo of themselves and a text with approx 200 words in Danish and English, this will be used in the festival catalogue.

The exhibitions will be held round and about in the municipality. The facilities for the exhibition will be localities set at disposal (free of charge) by private citizens, businessmen, the municipality, or others who have suitable facilities. Some of the facilities may appear raw and perhaps with fixtures that cannot be moved; here the artist's creativity can really bloom.

A party will be held on the first day of the festival for the artists, sponsors, volunteers and friends of the Art Festival with partner. There will be a fee for the participation.

Websites, posters and banners will be made and a catalogue with a description of the exhibiting artists and a map showing the exhibit locations. 6000 copies of the catalogue will be printed. All artists will receive 250 personal postcards.

The Festival will be advertised on local and nationwide media as well as in relevant art publications. Press releases will also be submitted to medias both at home and abroad.

To get coverage of the Festival, contact will be made to nationwide TV/Radio.

In order to draw a nationwide attraction to the Festival, we are looking at several options.

The duration of the Festival will be nine days, including two week-ends. The period is from 30th June till 8th July 2012.

On Friday the 29th of June all artists MUST meet up at Grønlandsgade 15 i Kerteminde 12.00 hrs, where they will receive a key to their exhibition room and together with their appointed colleagues create a common exhibition. It will not be possible to see or receive a photo of the exhibition rooms until this time.

It is expected that all the exhibitors are present in Kerteminde during the whole exhibition period, but it would be obvious to make a duty roster among the artists, so all artists have an opportunity to see all the exhibitions.

On Saturday the 30th of June at 11.00 hrs a common vernissage will take place. (The location has not yet been chosen) Here the official opening speech will be held by a, as yet, secret speaker. Drinks will be offered.

On Saturday the 30th of June a big common dinner will be held for the artists with their companions, sponsors and others involved. The location is [Sortekilde](#). There will be a fee.

On Sunday the 8th of July the Festival will end with music at [Sortekilde](#) and the artist of the International Art festival will be chosen.

The selection of the artist of the year will be done by a ballot amongst the participating juried artists.

Assessment

The jury consists of five qualified censors, covering miscellaneous branches of art. Jointly, they will go through all the submitted works. All the works will be anonymised before they are presented to the jury.

The group of censors will consist of:

Painter Jeff Ibbo

Painter Grethe Tranberg

Painter Bjørn Eriksen

Painter Jonna Pedersen

Sculptor Erling Tingkær

All censors are members of BKF (The Danish Association of Visual Artists)

The organisation behind the Festival:

Bente Grønlund

Festival coordinator, artist relations, finances

Michael Grønlund

Marketing, sponsor contact, artist relations

What do you get for your DKK 3,500

- Participation in the International Art Festival of Kerteminde.
- Many national and international contacts.
- Visitors from home and abroad.
- Contact to new exhibition possibilities.
- Possible sale.
- Participation in the opening ceremony.
- The chance of being chosen "This Year's International Art Festival Artist 2012"

Marketing

- Banners and posters all over town.
- Individual posters of the exhibiting artist in front of all the exhibiting sites.
- You will be mentioned on the Festival's home page.
- You will be mentioned on the Festival posters.
- You will be mentioned in the Festival catalogue.
- You will get a name badge to wear during the exhibition.
- You will receive 250 personal postcards at the latest June 10th.

- **Local marketing**
 - adverts and coverage in local media
- **Nationwide marketing**
 - adverts and press coverage in nationwide newspapers
 - adverts and publicity in Kunstavisen and Magasinet KUNST
- **Foreign marketing**
 - Press releases are sent to big nationwide media and to relevant art medias in Europe.

Kerteminde Tourist Bureau will market the Art Festival all over the world, and the Art Festival will, physically, participate in i.a. Oslo, Berlin and Amsterdam.