

*LaQuinta Arts Festival, La Quinta, CA:*

What has worked exceptionally well for La Quinta Arts Festival is that we select 3 peer artists who are consistent high sellers, command respect from their peers and are award winners in one specific media – for example let's say Fiber/Textile and then also select 2 professional jury members – in this category it could be: the Director of Fashion Week Palm Springs, or an up and coming designer such as Michael Costello from Project Runway who happens to live in the Coachella Valley, an Instructor from Fashion Institute of Design Los Angeles, or a Fashion Editor from an upscale publication to jury this one category. All jury members judge independently from their homes or studios using their lap tops and the images from Zapplication. They have three days to review the one category and then turn their scores into LQAF. These 5 jury members per media have improved the overall quality of art that is exhibited at La Quinta as well as being able to identify work that is buy/sell. If there is any question about rumors of buy/sell, we immediately go to the applicant's website to determine how many shows do they participate in over a year; is it possible for one individual to create this much product? We also speak to our Artist Advisors about the individual. If any of the jury members are uneasy about an applicant or we are not comfortable with the feedback that we receive, we do not invite the artist to participate in our show.

The negative for many shows may be is that you are working with 55 jury members and need to have a dedicated phone line with a staff member proficient with ZAPP available to answer any questions 24/7 for the three days of the jury process. Also to ensure that the show is fresh, you are consistently seeking new jury members each year as well who will bring credibility to your show. This is a lot of work but we have been pleased with the results. But we realize that many shows are just interested in booth fees and having a high number of artists in their shows so this system would not appeal to them.