

2017 Artist & Art Center Application

Early Bird Deadline Artists Only: Friday, March 17, 2017 by 4:00 p.m. (\$135 artist)

Final Deadline Artists & Art Centers: Friday, April 7, 2017 by 4:00 p.m. (\$160 artist, \$400 art center)

Page Section / Description

- | | |
|-----|---|
| 1-2 | Individual Artist Information – your address, phone, email, medium, demo description, and short bio. |
| 2 | Tour Studio Information (<i>individual artists only</i>) – where you will be during the Tour. |
| 3 | Image Requirements (<i>individual artists & Art Centers</i>) – size, format and types. |
| 3 | Art Center Information – contact name, phone and email. Art center address, phone, email, hours of operation, mediums, description of the center, list of participating artists. |
| 4 | Artist & Art Center Responsibilities – what you can do to make the Tour a success. |
| 5 | Tour Fees, Participation Agreement & Checklist – payment information and signature. |
| 6 | Definitions, Criteria, Jury Process, Deadline, and Notification |

QUESTIONS? NEED MORE INFORMATION?

Email: Committee@PrescottStudioTour.com. We will get back to you within 48 hours of receiving your email.

INDIVIDUAL ARTIST INFORMATION *Please type or print clearly.*

Artist Name: _____

Mailing Address: _____

City / State / Zip: _____

Phone: _____

Email (*required*): _____

Website (*optional*): _____

Medium: Place an ✓ in the applicable boxes – a maximum of 2 will be listed in the brochure.

- | | | | |
|--|--|---|--------------------------------------|
| <input type="checkbox"/> Ceramics | <input type="checkbox"/> Digital Art | <input type="checkbox"/> Drawing / Pastels | <input type="checkbox"/> Furniture |
| <input type="checkbox"/> Glass | <input type="checkbox"/> Jewelry | <input type="checkbox"/> Metal | <input type="checkbox"/> Mixed Media |
| <input type="checkbox"/> Painting, Acrylic | <input type="checkbox"/> Painting, Oil | <input type="checkbox"/> Painting, Watercolor | <input type="checkbox"/> Photography |
| <input type="checkbox"/> Printmaking | <input type="checkbox"/> Sculpture | <input type="checkbox"/> Textiles/Wearables | <input type="checkbox"/> Woodworking |

Indicate your **Primary Medium:** _____ and **Secondary Medium:** _____

IMPORTANT: You will be listed under your primary and secondary mediums in the brochure. You will be listed under all the mediums you check on the website.

If you don't indicate a primary and secondary medium and have marked multiple mediums, we will choose two to be your primary and secondary mediums.

Demo Planned – no more than 5 words (*required*): _____

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INDIVIDUAL ARTIST INFORMATION *(continued)*

Short Bio: A statement about you and what you do in about 2 to 4 sentences. Use first person and write in a friendly, conversational tone. Your bio will be used on the website and in emails promoting the Tour.

NOTE: Your bio and demo description should help the public understand and appreciate your creative process and how you make your art and entice them to visit you. If more space needed, attach bio.

TOUR STUDIO INFORMATION – INDIVIDUAL ARTISTS ONLY

Were you in last year's Tour? Yes, continue at *Returning Artist* No, continue at *New This Year*

RETURNING ARTIST *(You were in a previous year's Tour)*

Name and number of the studio you were in last: _____

If you were in your own studio, do you want it to be on the Tour this year? Yes No

- If **Yes**, complete the information under **Tour Studio Details** below.
- If **No** and you are looking for a Tour Studio to be in this year, complete **Need Tour Studio** below.
- If **No** and you plan to be in someone else's studio, complete, as fully as possible, **Tour Studio Details** below.

If you were in someone else's studio, do you want to be in the same studio this year? Yes No

- If **Yes**, complete as much information as possible under **Tour Studio Details** below.
- If **No** and you are looking for a Tour Studio to be in this year, complete **Need Tour Studio** below.
- If **No** and you plan to be in someone else's studio, complete, as fully as possible, **Tour Studio Details** below.

NEW THIS YEAR *(You have not been in a previous year's Tour)*

Do you want your studio to be on the Tour this year? Yes No

- If **Yes**, complete the information under **Tour Studio Details** below.
- If **No** and you are looking for a Tour Studio to be in this year, complete **Need Tour Studio** below.
- If **No** and you plan to be in someone else's studio, complete, as fully as possible, **Tour Studio Details** below.

Tour Studio Details *(Where you will be during the Tour) Please type or print clearly.*

Studio Name: _____ Studio Number *(if you know it)*: _____

Studio Address: _____

City / State / Zip: _____

Studio Phone: _____

Do you have space to accommodate other artists? Yes No If yes, please give specifics:

Is this Tour Studio wheelchair accessible? *(This is not a requirement)* Yes No

- If **Yes**, it will be noted in your brochure and website listing. *(To be accessible, doorways must be 36 inches wide and there should not be steps or other obstacles inside or outside the studio.)*

NEED TOUR STUDIO *(give specifics, e.g. need wall space, want to be indoors, have tables, have tent)*

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IMAGE REQUIREMENTS – INDIVIDUAL ARTISTS & ART CENTERS

IMPORTANT: Jurors will not judge using websites; images must accompany application

General Requirements:

- Images must be professional quality.
- Images must be a minimum of **300 dpi** and **4x6 inches** in size.
- Images must be **JPG files** – no prints or other file types.
- Images must be delivered on a CD or thumb drive.

Individual Artist Requirements:

- **3 to 5 images of your work** (*no more*). File names should be **LastName FirstName #.jpg**
(For example: *Doe John 1.jpg, Doe John 2.jpg*)
- **1 image of you at work**. File name should be **LastName FirstName At Work.jpg** (e.g., *Smith Joan At Work.jpg*)
- **1 image of your studio**. File name should be **LastName First Name Studio.jpg** (e.g., *Doe Sue Studio.jpg*)

Art Center Requirements:

- **3 to 5 images of your gallery space** (*no more*). File names should be **Art Center #.jpg**.
(For example: *MAG 1.jpg, MAG 2.jpg*)
- **1 image of the exterior of your Art Center**. File name should be **Art Center Exterior.jpg**.
(e.g., *MAG Exterior.jpg*)
- **1 image of your logo**. File name should be **Art Center Logo.jpg** (e.g., *MAG Logo.jpg*)

ART CENTER INFORMATION *Please type or print clearly.*

Contact Name: _____

Contact Phone: _____

Contact Email (*required*): _____

Art Center Name: _____ Studio Number (*if you know it*): _____

Art Center Address: _____

City / State / Zip: _____

Art Center Phone: _____

Art Center Website: _____

Normal Art Center Hours: _____

Is this Art Center wheelchair accessible? (*This is not a requirement*) Yes No

- If Yes, it will be noted in your brochure and website listing. (*To be accessible, doorways must be 36 inches wide and there should not be steps or other obstacles inside or outside the studio.*)

Mediums of Art Center Artists: Place an ✓ in the applicable boxes

- | | | | |
|--|--|---|--------------------------------------|
| <input type="checkbox"/> Ceramics | <input type="checkbox"/> Digital Art | <input type="checkbox"/> Drawing / Pastels | <input type="checkbox"/> Furniture |
| <input type="checkbox"/> Glass | <input type="checkbox"/> Jewelry | <input type="checkbox"/> Metal | <input type="checkbox"/> Mixed Media |
| <input type="checkbox"/> Painting, Acrylic | <input type="checkbox"/> Painting, Oil | <input type="checkbox"/> Painting, Watercolor | <input type="checkbox"/> Photography |
| <input type="checkbox"/> Printmaking | <input type="checkbox"/> Sculpture | <input type="checkbox"/> Textiles/Wearables | <input type="checkbox"/> Woodworking |

Art Center Description: Provide a separate sheet describing the art center, its aims and the type of work Tour goers will see. Use first person and write in a friendly, conversational tone. This description will be used on the website and in emails promoting the Tour.

Art Center Artists: As soon as you know the artists who will be at the Art Center, provide a list giving each artist's name, mediums, email and website. ***This information will only be used on the Art Center page on the Tour website. It will not be included in the brochure.***

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ARTIST & ART CENTER RESPONSIBILITIES

It takes hundreds of hours to organize, advertise and coordinate the Studio Tour. By using volunteers, we can cut costs and keep this event running smoothly. Therefore, we need and expect **ALL** artists and Art Centers to:

1. Volunteer at least 4 hours to help with the following tasks.

Please indicate your top 3 choices with a 1, 2, or 3; do not use X or ✓.

- | | |
|---|---|
| <input type="checkbox"/> Assist with publicity tasks such as placing PSA's, submitting news releases and articles, and adding Tour information to calendars. (<i>ongoing</i>) | <input type="checkbox"/> Help with intake and installation of Studio Tour exhibit at Mountain Artists Guild. (<i>Thursday, September 14</i>) |
| <input type="checkbox"/> Assemble materials for distribution to businesses, art supporters and each artist and art center. (<i>Friday, August 25</i>) | <input type="checkbox"/> Host public receptions for Studio Tour – set out and maintain refreshments, clean up. (<i>Friday, September 22 and Wednesday, October 4</i>) |
| <input type="checkbox"/> Prepare brochures for mailing by applying mailing labels and taping edges. (<i>Saturday, August 26</i>) | <input type="checkbox"/> Assist with preparation and clean-up for post Tour potluck party. (<i>Saturday, October 14</i>) |
| <input type="checkbox"/> Using specific lists of streets and businesses, deliver brochures and posters throughout the Quad Cities, Sedona, Flagstaff, Cottonwood and Jerome. The more people who volunteer, the fewer materials each has to deliver. (<i>week of August 28</i>) | <input type="checkbox"/> Enter in an Excel spreadsheet mail and email addresses from Studio Tour sign-up sheets. (<i>after the Tour</i>) |

We will do our best to assign you to your first choice. However, we need to fill all areas and cannot guarantee any choices. If needed, you may be assigned to more than one task.

IMPORTANT: You may opt out of the above tasks by paying an additional fee of \$50. **If you do not pay the opt-out fee and do not help with these tasks, you may not be accepted into next year's Tour.**

2. Promote the Tour and Participate in Tour events.

- Talk about the Studio Tour with family, friends, neighbors, acquaintances and everyone you meet. Word of mouth is our best marketing tool.
- Distribute Studio Tour bookmarks and brochures to your personal mailing lists and other contacts.
- Promote the Studio Tour on your website, blog, Facebook page, and at any events you participate in.
- Participate in Studio Tour exhibits and receptions.

3. Solicit Art Supporters

- Ask the businesses you routinely use as well as friends and family, to have a listing or ad in the brochure and on the website (one price for both). We hope each artist will get at least one Art Supporter. In past years, several artists have bought a personal listing or ad. (*Detailed information will be sent separately.*)

4. Collect Sales Tax

- Each artist is responsible for collecting and reporting sales tax. Information is available from the Arizona Department of Revenue at <https://www.aztaxes.gov/Home>.

5. Have Liability Insurance

- Each Tour Studio owner and Art Center is responsible for having the necessary liability insurance to cover possible injury to participants or visitors.

6. Have a City of Prescott Business License – Only if your Tour Studio is within the Prescott city limits.

- Specific requirements are available from the City of Prescott at <http://prescott-az.gov/business/license/>

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2017 STUDIO TOUR FEES *Place an ✓ in the applicable boxes.*

Artist Application Processing Fee

This fee applies to all artists. First time artists will be juried. Artists juried into any of the previous Studio Tours are automatically juried into the 2017 Tour. However, previously juried artists applying into a different medium category will be re-juried under the new medium.

All artists must submit new images reflecting their selected medium(s) with their application even if they are automatically juried in.

- \$15** (non-refundable)
(If paying by check, please write a separate check for the Application Processing Fee)

Artist Participation Fee

All applications and fees must be received by either the:

- **Early Bird Deadline of 4:00 pm Friday, March 17,**
OR
- **Final Deadline of 4:00 pm Friday, April 7.**

- \$135** (if submitted by March 17)
OR
 \$160 (if submitted after March 17 but by April 7)

Artist Volunteer Opt-Out Fee

By paying a fee of \$50, you may opt out of volunteering to help with the Studio Tour tasks described on page 4 under #1. **If you do not opt out and do not help with a task, you may not be accepted next year.**

- \$50** (due with application)
(If paying by check, include on check with Participation Fee)

Art Center Fee *(Does not apply to Individual Juried Artists)*

The Art Center Fee includes a special feature in the Studio Tour brochure and on the website.

- \$400** (due by April 7)

Make **checks** payable to: **Prescott Area Artists' Studio Tour**

Fill in **credit card** information below for **Visa** or **MasterCard** only.

Credit Card Number: _____ **Total to be Charged: \$** _____

Expiration Date: _____ **Mailing Address Zip Code:** _____ **CVV Code** (on back of card): _____

Name (as it appears on card): _____ **Signature:** _____

PARTICIPATION AGREEMENT *Please read and sign.*

If accepted to participate in the 2017 Prescott Area Artists' Studio Tour, I agree to abide by all information outlined in this document. I understand my participation in the Tour does not guarantee any visitors or sales. I allow the use of my images and bio to promote the Tour. I agree to indemnify and hold Mountain Artists Guild and Gallery, their Board of Directors, officers, employees, agents, volunteers and all supporting organizations, harmless against any and all claims, demands, damages, fees, costs, and actions of any kind asserted by or on behalf of any third person(s) from my participation in the 2017 Tour. By signing below, I agree to these guidelines.

Signature: _____ **Date:** _____

ARTIST & ART CENTER CHECKLIST *You must submit the following items.*

- 2017 Studio Tour Artist & Art Center Application – completed, printed and signed**
- Images – jurors will not judge using websites; images must accompany application**
- Two Checks or Credit Card Information – payment must accompany application**
 - Application Processing Fee is non-refundable and if paying by credit card will be immediately charged.
 - Participation Fee, any Volunteer Opt-Out Fee and Art Center Fee will be refunded if you are not accepted and if paying by credit card will not be charged unless you are accepted.

Please deliver or mail your application and all required checklist items no later than 4:00 pm April 7, 2017 to:

Studio Tour, Mountain Artists Guild, 228 N. Alarcon St., Prescott, AZ 86301

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DEFINITIONS

Art Center: An organization with the specific purpose of encouraging arts practice and providing facilities for ongoing art education. Exhibiting artists are at the discretion of the Art Center and are not juried through the Studio Tour jury process. However, their work should be of high quality and available for sale. The Art Center must be in the Quad-Cities area and be clean and safe for the public.

Tour Studio: The place where an artist creates and displays his/her work for sale. A Tour Studio artist may invite other Participating Artists to share studio space for the Tour. All artists in any Tour Studio must be individually juried into the Tour. The Tour Studio must be in the Quad-Cities area and be clean and safe for the public.

Participating Artist: A Quad-Cities resident who is actively producing high-quality work in any of the mediums listed on page 1. Participating Artists must be individually juried and accepted into the Tour.

Studio Tour or Tour: A juried, self-guided open studio event which is devoted to educating the public about the visual arts in the Quad-Cities area. It does so by showcasing the art, creative process and working environment of established and emerging Quad-Cities artists who are juried into the Tour.

NOTE: Commercial stores and/or showrooms are not eligible to participate in the Tour.

CRITERIA

Images submitted with your application are judged based on these criteria:

- The artwork indicates a consistent technical proficiency with the medium and demonstrates an understanding of formal elements of art.
- The artwork reflects a coherent individual style and originality.
- The artwork is representative of what you have created in the last two years and will have available during the Tour.

If accepted into the Tour, the Participating Artist must meet these criteria:

- All artwork must be consistent with that submitted for judging.
- All artwork must be available for sale.
- Only goods/services relating to a Participating Artist's artwork may be for sale during the Tour. **No unrelated art items, manufactured, or commercial goods may be exhibited or sold.** The Tour is intended to be a showcase for original artwork.
- All Tour Studios and Art Centers must be open from 10 a.m. to 4 p.m. and the artists must be present during all three days of the Tour.

JURY PROCESS

The jurors are art professionals from the Quad-Cities area. They will view three to five images of your work to determine if it meets the criteria listed above.

- Artist identities are not disclosed to the jurors during the process.
- There are no quotas determining medium or how many artists are selected.
- The jury process is not a critique and jurors do not provide feedback.
- Mountain Artists Guild and the Prescott Area Artists' Studio Tour do not discriminate against any artist because of race, color, religion, national origin, age, disability, or any other reason prohibited under Federal, State or Local laws.

DEADLINE & NOTIFICATION

FINAL DEADLINE for Application Submission: **4:00 pm Friday, April 7, 2017**

IMPORTANT: Late applications will not be accepted – NO EXCEPTIONS. Failure to submit all required materials will prevent your participation in the selection process.

NOTIFICATION of Application Acceptance/Rejection: **Emailed by April 28, 2017**