

## **Three Rivers Artists' Biennial STUDIO TOUR 9.....on March 19-20-21, 2010**

### **Artists' Guidelines and Policies**

#### **All Studios must be open March 20 and 21, 2010, optional for opening on Friday, March 19.**

If you are going to open for the 3rd day on Friday, you must make a commitment at the time of registration, so it can be designated so in the guidebook. You cannot change your mind later or at the last minute. Your studio must be open from 10 am to 5 pm with your presence on all days. Please, do not open your studio early.

Artists must wear name badge during studio hours.

#### **All Studio Tour 9 artists are required have a residence and studio space in Three Rivers.**

The studio must be a designated space for art-making or practice of art form. This can be a space that is used full time or part time, in your home, near your home, or at a separate location in Three Rivers. It must be a space that is designated for your creative endeavors, in other words, the "place" where you make your art. The unique aspect of this Studio Tour is in showing how we integrate our creative work with our daily living. It is not just an exhibition of our work, like the Redbud Festival or other group events, even though, of course, it is a venue for us to show our bodies of work to the public. The work must be presented in the context of the workspace itself.

Studio liability is the responsibility of the artist.

#### **All media is welcomed.**

This can be creative expression in many forms such as fine art, music, writing, healing arts. The goal here is to present creativity in many realms in the context of integrating it in our daily lives. All work exhibited in the studio must be of professional quality. Goods/services other than those relating to the artist's work may not be for sale and no unrelated manufactured or commercial goods shall be exhibited or sold. Commercial reproductions of the artist's original work are allowed. Only Three Rivers artists who work in the studio space may exhibit work at the studio.

#### **Artists are encouraged to have work for sale during the Studio Tour.**

Collecting and reporting California sales tax is the responsibility of the artist. All studios must collect California sales tax for all sales. Please post a valid copy of your California resale license at your studio. Licenses are available through the State Board of Equalization online at <http://www.boe.ca.gov/sutax/sutprograms.htm>

#### **Application deadline is October 31, 2009, to be received in the hands of Elsay Cort.**

NO LATE ENTRIES WILL BE ACCEPTED. Participation fee is \$75 for each artist (who will be designated on a separate page in the guidebook, plus be showcased on the Studio Tour website for 2 years, hyperlinked to the artist's website.) Fee is due with submission of completed application. Fee is non-refundable.

#### **Artists' pre-tour will be held on Saturday, January 30, 2010.**

#### **All artists are strongly encouraged to participate (this is as close to a mandatory request as possible.)**

This is really the highlight event of the studio tour; attendance exemplifies our respect for each other as artists. **For many of us, it is the one time that we can discuss our art-making in a group of our Studio Tour peers and see all the studios.** We will visit the studios of pre-tour attending artists only. We will start with at 9 am with a brief general meeting and refreshments at the home of Elsay Cort. Only artists on Studio Tour 9 may attend the pre-tour. Artists will be given guidebook draft page for editorial review during pre-tour, along with postcards and posters for publicity distribution.

#### **Arts Visalia will showcase a group show for Three Rivers Studio Tour artists during January 2010.**

The theme of this show will be "The Creative Life." Each artist is invited to submit new art only, with up to two pieces to be exhibited. Art will be selected by Arts Visalia director, Kevin Bowman. Details will be forthcoming for submission deadlines. It is requested, but not required, that all art be for sale. This exhibition is part of the on-going effort to provide exposure and publicity for the Studio Tour. It is hoped that every artist on the Studio Tour will be represented in this show. Tentatively the dates for this exhibition are from January 6-27, with an opening reception slated for Friday, January 8, 2010. We are very grateful to Arts Visalia for offering us the opportunity of giving the art-loving public a "pre-viewing" of what is to come in the 9th Studio Tour for Three Rivers' artists.

## COMPLETED APPLICATION DEADLINE IS OCTOBER 31, 2009 (no exceptions)

### A complete application must include the following:

#### ARTIST STATEMENT #1

Include a 100 word minimum statement, to be used in the guidebook. Speak about your art and your art-making in an interesting and personal way. You can include comments about your inspirations, or new approaches to your work that you have been exploring since the last studio tour. Do not write the same statement that you may have used for previous studio tours. The purpose of this statement is to give the visitor a feel about your work plus how you work as an artist. You can also talk about your studio space and how you work in that space.

ARTIST STATEMENT #2 (2-3 sentences, to be used on website only) This cannot be identical to the statement for the guidebook. It will be accompanied by the 3 images you submit for the website.

DIRECTIONS TO STUDIO (for new studios only) Please write in clear, concise and accurate form, directions for starting from the Three Rivers Historical Museum. Along with an overview map, written directions will be printed in the guidebook and are integral to assist visitors to find your studio. (Cross your fingers, there is a plan afoot to make a large poster-sized map of the Studio Tour that will be displayed at the starting gate, maybe with additional copies to be placed at studios who request one. This is part another new learning curve to be mastered by Elsay.)

ART IMAGES Each artist must supply 4 digital images of original art. One image will be used in the guidebook, and three will be placed on the website for preview viewing for visitors. Images must be submitted on a CD, marked with your name on separate paper include art image list with the file names of each art image, title of art work, media, original size. Please title each image with your name and the number 1, 2, 3 and 4.

#### ***Art image specifications:***

All art images must be of professional quality and be taken in high digital resolution.

- ◆ format: image file TIF or JPG
- ◆ size: at least 4in height, 3in width.
- ◆ resolution: 300 dpi or greater
- ◆ style: RGB or CYMK or grayscale for black and white

OPTIONAL PUBLICITY IMAGES may be provided of the artist working in the studio, or the studio space itself, or other art work images. These will be used for press releases and publicity purposes. Submit using the art image specifications and include on a separate CD, marked with name and the words "press photos". Include a written list of these images, including the names of all persons present in the photo, or other short descriptions of the photo, include the name of the photographer.

**Mail completed application to  
Elsah Cort, PO Box 245, Three Rivers, CA 93271.**

You may bring your application and CD to my home at 44141 Skyline Drive in Three Rivers.

Enclose check made out to Elsay Cort for application fee and postcard order.

MC, VISA or Discover cards are accepted, include credit card number and expiration date.

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**Publicity posters and postcards will be printed.** Artists may purchase postcards for mailing to individual mailing lists, at a cost of \$5/50 postcards. The postcards will be designed with a space for you to put your name and return mailing address or to put a standard mailing label. This way each recipient will know that you mailed the postcard to them. The Studio Tour producer has a master mailing list and will also be sending out postcards, so there may be some duplication. It is our hope that visitors will share the extra postcards they might receive. Patrons do enjoy getting personal invitations from individual artists. Postcards can also be given to potential visitors by hand or left in prominent locations. Artists are encouraged to assist with postcard distribution.

Posters will be distributed to a wide geographical area. If you are willing to assist with this endeavor, please request extra posters for distribution. Press release information will be sent to each artist via email address. You can use press release to send to individuals. If you have press contacts please send addresses to elsahc@dishmail.net, so the press release can be sent from one source and not come as a mass duplication mailing.

**Signs will be provided.** Do not make your own signs or alter any of the Studio Tour signs. Studio Tour signs will have colorful banners and are specifically designed for continuity and recognition throughout the tour. You will be given additional arrow direction signs, if needed, to assist visitors to locate your studio. Site signs and sign frames will be placed at your studio entrance on the Wednesday before the Studio Tour. Each artist is responsible for taking the plastic cover off of the site sign by 10 am each day of the tour. All signs will be retrieved on the Monday after the Studio Tour. Signs require careful handling. Please call Elsay with any sign concerns you may have.

**Visitor name badges will be given to each visitor.** Each visitor will be required to wear their name badge to enter each studio. All artists are encouraged to look for these name badges and refer visitors to the starting location where they can obtain a name badge if they do not have one. It is our hope that by having names for your visitors you will be able to better interact with them, as suggested by one of our artists.

**The studio tour website will be used for major press, visitor contact and ticket sales.**

Website links to artists' websites will remain posted through the next Studio Tour in 2012. If you do not have a website, have been thinking about starting one (and are overwhelmed by the idea!) there is a possible solution for you. You can visit <http://www.squidoo.com> and make a simple website or "lens" as it is called by Squidoo. You do not need any website designing software on your computer to do this. There are easy steps to follow for adding text, links, and uploading images of your art. Squidoo is a free service, yes, it really is free to use. Websites are now like what business cards have been in the past. It is a way for people to locate you and contact you. You need to be in this "www" world-wide-web phonebook.

<http://www.ThreeRiversArtStudioTour.com>

**Tickets will go on sale on February 1, 2010.**

Tickets will be \$20 per person for one or all three days, with \$5 for children under the age of 12. A special advanced sale price will be \$15 from February 1 through March 1, 2010. Sequoia Gifts and Souvenirs will be the Three Rivers location for advanced ticket sales. Credit card ticket sales will be available online for 2010. An early, early bird special will be available for a one-time-only offer of \$10 per person on the evening of the Arts Visalia reception for the group show in early January.



**An early planning meeting for Studio Tour artists will be held on Saturday, April 4, 2009.**

It will start at 4pm, at Elsay's home, with a group discussion and forum for creative ideas to enrich the Studio Tour. It will follow with a potluck supper (bring anything, edible that is, and a place setting.)

*This early planning meeting is to encourage creative Three Rivers residents, who are wondering about joining the Studio Tour, to meet past Studio Tour artists, and hear what their experiences have been. It seems that after every Studio Tour there is a discussion about why wasn't this person or that person on the tour? And some artists have said they have encouraged people to join it who seem hesitant to do so. Bring these people to the meeting so they can hear our stories about how much we love it and are.....you finish this sentence!*

RSVP is required, so please call Elsay at 561-4671 to say you are coming and get directions, if needed.



Three Rivers Artists' Biennial Studio Tour 9

ARTIST APPLICATION

NAME \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

STREET ADDRESS FOR STUDIO \_\_\_\_\_

PHONE \_\_\_\_\_

WEBSITE \_\_\_\_\_

(website address will appear in guidebook and linked on studio tour website from 2010 through 2012)

EMAIL ADDRESS \_\_\_\_\_

(email address will be used for studio tour communication only)

MEDIA DESCRIPTION (list media you want printed in the guidebook and included on website)

\_\_\_\_\_ **Yes, my studio will be open on Friday** \_\_\_\_\_ **No, my studio will only be open on Sat & Sun**

CHECK LIST FOR COMPLETE APPLICATION

(see guidelines and policies for details, include statements on separate paper , digital images on CD)

\_\_\_\_\_ Artist Statement #1

\_\_\_\_\_ Artist Statement #2

\_\_\_\_\_ Directions to studio (for new studios only)

\_\_\_\_\_ Art Image CD and image list (on a separate paper)

\_\_\_\_\_ # of postcards ordered (include \$5 for each 50 ordered)

Enclosed check for \_\_\_\_\_ (make check out to Elsay Cort)

Or process the amount of \_\_\_\_\_ (on MC or VISA or Discover)

credit card # \_\_\_\_\_ exp date \_\_\_\_\_

\_\_\_\_\_ **Yes, I will attend pre-tour on January 30, 2010**

GUIDELINES AND POLICIES AGREEMENT, HOLD HARMLESS AGREEMENT

I have read and agree with the guidelines and policies for Studio Tour 9. I understand that my signature holds me responsible to abide by these guidelines and policies, and failure to meet requirements will jeopardize my continued participation in the Three Rivers Artists' Biennial Studio Tour. I hereby agree to indemnify and hold Elsay Cort, and any production participants for Studio Tour 9, harmless against any claim, demands, damages, fees, costs, and actions of any kind asserted by or on behalf of any third person(s) arising from my participation in the Three Rivers Artists' Biennial Studio Tour 9.

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**