

## Studio ArTour Artist's Application 2014

**ArTour Region:** Cannon Falls, Northfield, Faribault

**Tour Dates:** Saturday, October 18th, 10am -6pm & Sunday, October 19th, 11am – 5pm

**Registration Deadline:** All items on Application Checklist must be received via email and fees postmarked by **March 31, 2014**

**Fees:** Make checks payable to Studio ArTour. No card or online payment.

**Returning artists \$135**

**New artists \$145** New artists and artists coming back after a break are required to jury into the tour by submitting the images as listed below. Notification of jury results by April 15th.

**Emerging artists \$60:** If this is the first year of selling your work in a professional setting, you may qualify for a one-time reduced fee of \$60. Please apply early to request emerging artist status.

**Demonstrator or studio assistant:** No fee, but demonstrator or studio assistant *cannot display or sell their own work.*

### Application Checklist:

\_\_\_ **Registration** (either Studio Registration form for your own Studio, or Guest Artist form to be in a host studio)

\_\_\_ **Images:** \_\_\_4 of the type of artwork (created within the last year) to be displayed on the ArTour, \_\_\_1 Artist Headshot, \_\_\_1 inside studio shot\*, and \_\_\_1 studio door image. \*Note: Studio shots are not required if you are applying to be a guest artist or if you are a *returning* studio.

\_\_\_ **Artist Statement:** A 300 *character* (not 300 words) description of your work, your style, or yourself to be used in the Studio ArTour promotion. Title the file “your last name \_statement” (It’s about 1 small paragraph)

\_\_\_ **Event Fee** Make checks payable to Studio ArTour, mail to Studio ArTour, C/O B. Zaveruha, 5873 145th St E. Northfield, MN 55057

**Images:** Given the importance of good images in promoting the tour, we are focusing on improving the quality of images submitted. *Please read and follow the requirements.* Images that do not meet these requirements will be returned until acceptable images are supplied. If you are unsure of your images you are welcome to participate in a photo taking session for 3-D (except jewelry) March 13. Please contact Studioartour for more details. Please get them in early so we can help you and help promote the tour!

**All images must be:** at least 1200 pixels on one side or greater. Highest quality Jpeg images preferred. They must be in focus, correct color, no flash, simple background, well lit and composed. Several websites such as Zapplication.org have guidelines for good photos. Artists will be contacted if their image needs help.

**Title image files as follows:** “your last name \_image number”, “your last name \_ head shot”, “your last name \_ inside studio shot” “your last name \_ studio door”

Images may be cropped by Studio ArTour to fit the format of the website, brochure, postcard or map.

**Application, Images and artist’s statement must be sent via email to [studioartour@gmail.com](mailto:studioartour@gmail.com).**

**Studio ArTour will provide:** advertising, signage, full-color brochures, postcards, tour map and website: [www.studioartour.com](http://www.studioartour.com). Your website will be linked on the Studio ArTour website, and we ask *that you link to Studio ArTour on your website.*

**Studio ArTour Policies: By signing your application you are agreeing to the following policies.**

- 1- **Any** artist displaying work during the Studio ArTour, including commission, wholesale or other type of sales or promotion, must jury into, register, and pay the Studio ArTour event fee. Any studio that does not comply will be excluded from the tour in the future.
- 2- Each registration is for a single artist. Only collaborative teams that do not produce any individual work may register as a single entity. The decision to accept a collaborative entry is made by the Studio ArTour and is final. Apply early if you want collaborative status to allow time for a decision.
- 3 - The work offered for sale must be consistent with the application images submitted. If you want to sell work in more than one medium, include all mediums in the submitted images. If you plan to sell work in another medium, please submit at least one image in that medium. All work must be original work made by the artist. Reproductions are acceptable if original work is also present.
- 4 - All proceeds of sales belong to the artist and each artist is responsible for collecting and reporting sales tax.
- 5 - Each artist is expected to be present in the studio during the tour.
- 6 - Each artist is required to help promote the tour by supplying a customer mailing list in September for the brochure mailing and/or sending out the promotional material we supply to your e-mail customer contact list and/or use in your blog.
- 7- Each artist is requested to supply a blog entry for the website during the spring or summer. The entry should be three paragraphs and a couple pictures. It's free publicity.
- 8- Applicant releases and forever discharges the Studio ArTour and sponsoring organizations from any responsibility, personal liability, claims, loss, damage, or injury sustained by artist or guests.
- 9- Each artist authorizes the use of any image submitted in promotional materials.

**Please mail checks postmarked by March 31<sup>st</sup> with your name and studio name included to: Barbara Zaveruha, 5873 145th St E. Northfield, MN 55057**

**Please submit all images and application (below- fill out and save as: "Your name\_artour appl." )and send via E-mail to**

**[studioartour@gmail.com](mailto:studioartour@gmail.com) by March 31<sup>st</sup>.**

## Studio ArTour 2014 Studio Registration Form

For Saturday, October 18th, 10am – 6pm & Sunday, October 19th, 11am - 5pm

Artist's name \_\_\_\_\_  
Studio or Company name \_\_\_\_\_  
Address \_\_\_\_\_  
Phone \_\_\_\_ - \_\_\_\_ - \_\_\_\_\_ email \_\_\_\_\_  
Website \_\_\_\_\_  
Description of work\*\*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\*\*This description will be used in the brochure so please be concise. List your most typical work. Long descriptions will be edited.

- I am a returning artist  
 I have been absent and am submitting images for re-jurying  
 I am new to the tour  
 I will be demonstrating  
 I would like to have guest(s) at my studio  
     one guest (We introduce potential guests and let you decide you would like to host them.)  
     more than one guest  
 I would like to be open Friday evening  
(In previous years several studios have had an Artour preview opening Friday evening. Those studios planning to be open will be noted in this year's brochure.)

### Promotion:

- I will supply \_\_\_\_ number\*\*\* of names for a mailing list in September for the brochure mailing (\*\*please give us an estimate of how many people are on your mailing list so we can order enough brochures. Additionally, how many brochures do you think you will need for distribution?)  
 I will send out promotional messages supplied by the Studio ArTour to my e-mail customer list.  
 I will provide a blog entry about myself and my work. This is especially effective if it ties into another event in your art life such as a show or award.  
 I will write about the Tour on my blog, if applicable.

### Agreement:

I have read the policies section on page one and I agree to participate by following the policies and helping to promote the tour as described

Signature \_\_\_\_\_

**We will only be accepting applications and images this year via E-MAIL so please fill out the form (in Word) above and then SAVE AS: Your Name, Artour appl then email it to:**

[studioartour@gmail.com](mailto:studioartour@gmail.com)

HOWEVER, you should Mail your check for your Studio Artour fee *-with your name and studio name included-* written to *Studio ArTour* to:

Studio ArTour c/o B. Zaveruha 5873 145th St. East  
Northfield, MN 55057

*Please make sure your fee is postmarked by March 31, 2014*

## Studio ArTour 2014 Guest Artist Registration Form

For Saturday, October 18th, 10am – 6pm & Sunday, October 19th, 11am - 5pm

Artist's name \_\_\_\_\_  
Studio or Company name \_\_\_\_\_  
Address \_\_\_\_\_  
Phone \_\_\_\_ - \_\_\_\_ - \_\_\_\_\_ email \_\_\_\_\_  
Website \_\_\_\_\_  
Description of work\*\*  
\_\_\_\_\_  
\_\_\_\_\_

\*\*This description will be used in the brochure so please be concise. List your most typical work. Long descriptions will be edited.

I will be demonstrating

I would like to be at the following host studio \_\_\_\_\_

I do not have a preferred host studio site.

### Promotion:

I will supply \_\_\_\_\_ number\*\*\* of names for a mailing list in September for the brochure mailing (\*\*\*)please give us an estimate of how many people are on your mailing list so we can order enough brochures. Additionally, how many brochures do you think you will need for distribution?

I will send out promotional messages supplied by the Studio ArTour to my e-mail customer list.

I will provide a blog entry about myself and my work. This is especially effective if it ties into another event in your art life such as a show or award.

I will write about the Tour on my blog, if applicable.

### Agreement:

I have read the policies section on page one and I agree to participate by following the policies and helping to promote the tour as described

Signature \_\_\_\_\_

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HOWEVER, you should Mail your check for your Studio Artour fee *-with your name and studio name included-* written to *Studio ArTour* to:

Studio ArTour c/o B. Zaveruha 5873 145th St. East  
Northfield, MN 55057

*Please make sure your fee is postmarked by March 31, 2014*