



Open Studios 2010

This packet includes information and the application for **Art at the Source 2010**. The dates of the event are: June 5, 6, 12, 13, 2010. **The application deadline is Tuesday, December 1, 2009**. The Sebastopol Center for the Arts (SCA) will be open 10am - 6pm on that day for hand-delivered applications but you may mail in or drop off your application at any time before the deadline.

Art at the Source (AATS) offers local, professional artists an opportunity to show and sell their work in the premier annual open studio art event in West Sonoma County. Each year thousands of art collectors attend Art at the Source to meet local artists, see their studios and their work and specifically, to purchase art work. What better way to become an active member of the local arts community and to get your work seen and collected by the public!

In addition to the four full days of open studios, your \$325 program fee allows you to:

1. Work with a mentor to develop your presentation and merchandising skills.
2. Exhibit your work in preview shows around the county (wineries, public offices, private businesses.)
3. Learn new skills in marketing and brand development from seasoned professionals.
4. Have your artwork appear in more than 25,000 full color catalogs, distributed to art enthusiasts in the greater Bay area, and mailed to 150 of your own personal customers and collectors.

Please review the entire application first and then complete it fully. This year the application has different requirements based on applicants' past participation in AATS. Note your category: 1) New 2) Returning - showed in 2009 3) Returning After an Absence- have showed previously, but not in 2009 4) Returning with a new art form (showed in past with a different art form (ex: ceramics vs. photography).

Applications are screened to meet criteria described on Pages 2 and 3. In addition to the application fee, you will be required to:

1. Submit high-quality images of your work (see page 3)
2. Contribute 9 hours of work to one of the committees or pay a work waiver fee. (see Pages 5-6)
3. Submit a mailing list of up to 150 customers by February 2010. (see Page 2)
4. Become a member of the Sebastopol Center for the Arts.

Informational Meeting: Saturday, October 24 at 10am at SCA This meeting is highly recommended for prospective applicants and returning artists who want detailed information about the event. There will be time for artists willing to share studio space to network with artists who need to find space. For more information on the Studio Sharing Program see Pages 5-6.

→ Acceptance letters will be sent by January 15, 2010

Once accepted, please save **Saturday, February 20th** for a full day at SCA for the **Orientation/ Sales and Marketing Workshop: 10am - 4pm**: Learn everything you need to know to market your work, present it professionally and build a customer base. Meet other participating artists, hear more about the event and have your questions answered. This session has been highly recommended by past participants and is strongly suggested for all artists.

→ Completed application and fees are due no later than 6pm on Tuesday, December 1, 2009.

- The \$325 application fee may be paid in two installments: \$162.50 due on Dec. 1, 2009 and the second installment of \$162.50 due on Feb. 1, 2010.
- **Please use the check list at the end of the packet to be sure your application is complete.**

For questions please contact: Art at the Source Chair, Sandra Maresca, 869-9419 <croneclown@comcast.net>, or Linda Galletta at SCA, 829-4797 <lindag@sonic.net



Open Studios 2010

General Information

Two weekends: June 5 & 6, June 12 & 13, 2010

Application Deadline: Tuesday December 1, 2009

Mission Statement: Art at the Source is a spring venue for the public to meet and buy art from emerging and established professional artists in open studios in West Sonoma County.

Criteria & Guidelines for Participation in Art at the Source:

1. Dates are June 5 & 6, June 12 & 13, 2010. Hours are 10am to 5pm. Artists must be present in their studio both weekends.
2. Artists must be residents of Sonoma County.
3. Studio (selling) locations must be within these geographical boundaries:
 - a. **North:** River Road-Russian River area. (Guerneville, Monte Rio, Jenner, etc)
 - b. **South:** Roblar Road, including Bloomfield
 - c. **East:** Highway 101
 - d. **West:** Pacific Coast

Artists whose studios are *not* located within the boundaries may become a guest artist of an artist whose studio is within the boundaries. Each selling location where an artist (or group of artists) is showing should be the studio of one of the participants. Exceptions must be approved by the Steering Committee. AATS can assist guest artists in finding a host studio; however, you are encouraged to begin searching for a compatible host right away. Application fees will be refunded if appropriate space is not found.

No more than two guest artists are allowed at one studio location for a total of three artists.

4. Artwork shown during the event must be high quality, original, and made by the artist with his/her own hands. **All work is subject to review and acceptance.** *Commercial kits, embellished objects, manufactured objects, imported items, art assembled solely from commercially available items, painted commercial ceramic greenware, and factory-produced wearable items are NOT allowed. All work shown must have a handmade element. Assembled jewelry will not be accepted. For 2-D artists, the majority of the work for sale should be original pieces, with a minimum of giclees and/or un-numbered prints.*
5. The only items sold during Art at the Source Open Studios are those made by the artist and listed on their accepted application. Items created by family or friends of participating artists may NOT be shown or sold.
6. Each artist must submit both an Artist's Resume that includes art experience (training and exhibitions, etc.) and an Artist's Statement that describes how you approach your work. Samples of resumes and statements are available at SCA.
7. A valid California resale license is **REQUIRED** and must be posted at the studio of each participating artist. Licenses can be obtained through the State Board of Equalization. (tel: 707-576-2100).
8. AATS is a collaborative effort. Artists **MUST** submit a mailing list of up to 150 customer names. Catalogs will be mailed to these customers. Details for submitting your mailing list will be sent upon acceptance of your application. Mailing lists are due Feb. 20, 2010. *Do not include your mailing list with your application.*
9. **Artist applications must be complete to be considered.**
10. Art at the Wineries: (optional) All artists participating in the winery program **MUST** have a current website and enough work to exhibit in addition to their studio show. To participate, artists must agree to accept their winery assignments. Refusal or no shows will result in removal from the winery program. Sign up for the winery exhibit program *does not guarantee* placement.

FEES & ADDITIONAL EXPENSES:

1. Exhibition Fees: \$325 per artist + current SCA membership \$40. Cash, check, VISA or MasterCard accepted. The application fee may be paid in two installments: by Dec. 1, 2009 and Feb. 1, 2010
2. Each artist is also required to contribute at least 9 hours of work, or pay an additional fee of \$135.00. Hours are assigned by the committee chairs or Artist Work Coordinator. Refer to Page 4 for details. If you do not fulfill your hours, you will be offered work opportunities after the fact, or billed for remaining hours.



Open Studios 2010

Catalog & Publicity Image Information

Guidelines for Submitting Images

Submit only digital images or slides. DO NOT SUBMIT ORIGINAL MATERIAL!

ALL ARTISTS: Select 2 pieces of artwork that represent your body of work. Submit one professional quality image of each. One of these will appear in the catalog. Indicate your order of preference for the catalog by marking each with your name and number (example: smith1 & smith2). Note: vertical and square images reproduce better in our catalog than horizontal images.

NEW ARTISTS: Provide three (3) additional images representing the full range of your artwork including an example of how you intend to display your work for a total of 5 images. Mark them with your name and number (example: smith3, smith4, smith5).

RETURNING ARTISTS with a NEW ART FORM: Provide three (3) additional images that show the new type of work you wish to exhibit for a total of 5 images. Mark them with your name and number (example: smith3, smith4, smith5).

ALL ARTISTS: Each image must be accompanied by one color copy of that image. Write your name on each color copy and indicate the top of the image with an arrow or write in "top".

Specifications for Images

Submit your images as either **digital files** (CD or Data DVD) or as **slides**. Name digital files and label slides and all accompanying color copies with your last name and a number using only lowercase and no spaces (example: smith1). Slides should have an arrow indicating the top.

(1) DIGITAL IMAGES: Write your name on the CD or DVD and title the disc in the same way. Follow the specifications below for format.

(a) Format: .tif (compressed is okay) or Photoshop (.psd). Avoid .jpg if possible. If you use a .jpg, save at the highest quality (lowest compression) setting.

(b) Size: at least 2.5 inch on the long side at 300 dpi (resolution) or 10 inch on long side at 72 dpi. Most cameras save files as 72 dpi rgb.

(c) Style: rgb or cmyk or grayscale (for black and white).

(d) Platform: PC or Mac is acceptable.

(2) SLIDES of your artwork: 2" X 2" plastic mounted, with your name and number (per above) and an arrow indicating the top of slide. Place all slides in a clean protective sleeve.



Open Studios 2010

Work Committees Information

Unless noted, all committee tasks as described below require at least 9 hours of volunteer time per artist. Chairing a committee requires more time. You sign up for a *committee*, not a specific assignment within that committee. If less than 9 hours is required of any one job, you *will be given additional jobs* to complete your hours. The number of people required for each individual role is indicated in parentheses (). An asterisk * indicates a fee waiver for the chair (half waiver if co-chaired), plus a seat on the Steering Committee.

Administrative – 1 chair and 12 workers @ 7-8 hours

Must follow directions, pay attention to detail, work independently and have flexibility regarding timing of task fulfillment. Some roles require good verbal and written communication skills. This category includes “desk-type” jobs that do not require heavy lifting or vehicle use. Specific assignments include: application take-in (1), studio matching (1), packet assembly (1), filing artist materials (1), data entry (2), evaluations (1), telephone tree (3), working with SCA staff as office assistant (must be very proficient at PC based Word and Excel) (3).

Preview exhibit – 2 co-chairs and 13 workers @ 9 hours

Computer skills needed for some assignments. Installation & take-down includes physically demanding work-painting/patching walls and pedestals. Tasks completed at specific times (May/June). Specific assignments: art intake, installation, take-down & reception hospitality, labels for exhibit & artist name tags, gallery sitters.

Signs – Large highway signs – 1 chair and 4 workers @ 9 hours

Individual and cluster signs – 1 chair and 4 workers @ 9 hours.

Work is performed in April/May. Some roles require vehicle; good communication; and physical labor.

Catalog distribution – *1 chair and 22 workers @ 9 hours

Responsible for distribution of catalogs to pre-determined locations. Also, mail list/ mailing house coordination (2) performed in one short time period, requires vehicle for transporting, strength for lifting boxes, and ability to respond quickly once catalogs are ready for pick-up.

Catalog production – *1 chair and 4 workers @ 9 hours

Oversees the catalog creation - includes map, database creation from artist information, reviewing slides of artists' work. Collaborate on graphic design and ad sales. Proofreading and attention to detail is very important. All work done December - April. Specific roles: data entry & manipulation (2), proofreading (2).

Publicity/Marketing – * 2 co-chairs and 9 workers @ 9 hours

- *** Media relations** - Create and execute a plan for coverage of AATS in print, broadcast, web-based and other media. Update and maintain contact list. Strong communication skills and knowledge of document preparation, database use, and experience with Internet searches and postings. Must have computer skills and email access. Work accomplished from Jan-May.
- **Affiliated marketing partnerships subcommittee** - Create and execute a plan for collaborating with galleries, bookstores, and other affiliated organizations to promote AATS. Some work completed before February—other coordination happens in spring.

"Art at the Wineries" Program – *1 chair and 8 workers @ 9 hours

Based on each winery's needs, committee will coordinate pairing of artists with wineries. Majority of committee work can be done by phone & e-mail, so good computer & interpersonal skills are required.

Mentoring – 1 chair and 6 workers @ 9 hours

Helps emerging artists maximize their success. Mentors are chosen from experienced professionals. Mentoring is *required* for all new AATS participants, and is offered to all participants upon request.



Open Studios 2010

Studio Sharing Information

Studio sharing coordinator: Susan Amalia – 707-829-8687

Overview

Art at the Source (AATS) allows Sonoma County artists whose studios are located outside the geographic boundaries of the event to show their work in the shared space of another participating artist who has a studio located within the geographic boundaries.

Each year there are a number of applicants who would like to show their work even though their personal studios don't meet AATS geographic criteria (as found on page 2). Fortunately, there are usually a number of AATS participating artists who have enough space to share with 1 or 2 guest artists (the program maximum is a total of 3 artists per studio). We are usually able to find a space for studio seekers, but in case we are not (painters are sometimes harder to place) the applicant's fee will be returned.

How Studio Matching Works

- As a potential host OR guest artist, you may find a match on your own, or ask the studio matching coordinator to help you.
- Artist placement must be finalized by January 31st so that studio numbers can be assigned for the catalog.
- It's critical that the parties involved be compatible. The selection process is similar to seeking a roommate. That means you'll need to spend time interviewing potential candidates, seeing each other's art, assessing personality and communication styles, evaluating the space available to share.
- Open communication is essential. Years of feedback from participants tells us that the most successful experiences were the ones where artists did their "homework" about working together long before the event takes place.

Advantages

- Shared studio space makes it convenient for visitors to see more art in one neighborhood, especially if several shared studios are near each other, thereby creating a "cluster" effect on the catalog map. Such clusters often experience higher traffic (although not necessarily higher sales). NOTE: —Statistics from 13 previous years of AATS show that sharing a studio does NOT guarantee higher sales; the latter depends on many other different factors.
- Studio sharing allows participants to work together to market and display their work in a complementary way if they so choose.
- To maximize the promotional impact of such collaboration, however, it's important that each artist market to his/her own audience (e.g., mail list) with individual postcard mailings (and email, if possible) highlighting either one or a collage of all artists at one studio location.

Considerations For Studio Sharing

For Hosts:

- What is your media and does it matter what media your guest(s) have? A painter, for example, may only want to share with 3-D artists. But perhaps your style of painting is so unique that you wouldn't mind sharing with another painter....
- What is your space to share like? Indoors or out? Shade or sun? Dirt, grass or paved? Is there wall space for hanging 2-D work?
- Would a guest artist be able to leave his/her display up overnight? For the intervening week? If not, is there space to store their work in between?

- Do you have “props” the guest artist could use (display panels, lights, tables, etc.) –or will the guest need to provide all?

For Guest Artists:

- Are you interested only in finding someone with a DIFFERENT medium from yours?
- What are your space requirements? How about environment—i.e., is outdoors in sunlight ok?
- Does your host have any display “props” to provide—or will you need to provide your own?
- If outdoors, what will you do about unforeseen, inclement weather?
- How important is it to have a host studio that is located relatively close to your home?
- Are you willing/able to dismantle your display after each show day and/or between weekends?
- Take a pro-active role in your studio search. If you haven’t heard by mid January that a potential host has been identified, contact the studio matching coordinator for an update. You could also contact the steering committee chair if necessary.

Once You Decide On Studio Partner(s):

General considerations:

- Do you want to display your work completely separate from each other—or are there complementary themes that would lend themselves to mingling?
- When can you meet to evaluate the display spaces and work out a plan for getting ready for the show?

Space and display

- Will the space need to be prepared-cleaned, painted, outside areas groomed?
- Specifically, when will the exhibit be prepared? (week before, day before?)
- Are hanging supplies needed? Is painting or rehabbing pedestals needed?
- Do you have or need a canopy for outdoor space?

Publicity

- Signs—how many in total will you need? Who will be responsible for putting them out each Friday night or Saturday morning and taking them down on Sunday nights?
- Do you qualify for a special “cluster sign” situation (more on this in February)—and if so, who in your group will take responsibility for coordinating these with the sign committee?
- Will you do any joint marketing –or just your own (post card mailing, ad placement, email blasts, etc.) ?

Logistics

- Hospitality—what refreshments will you provide (if any) and who will buy what?
- Guest book and visitor counting—will you offer one book or several? Will one person count visits for the whole studio –or will each of you?
- Parking—where will guests park and how will you make that clear to visitors?
- Safety—are there any potentially hazardous areas that should be roped off ?

Clean up at end

- Who will be responsible for what?
- Who will remove all highway signs at the end of each weekend?
- Where/how will you store your signs for future use?
- How will you distribute the guest books names (if you opted to have only one sign in)?

Art at the Source Open Studios 2010

Important Dates

Event Dates: June 5 & 6, June 12 & 13, 2010

All dates, days, times and locations are subject to change.

Sat. Oct. 24 Informational Meeting for interested artists

10 am meeting
10:30 am studio sharing network

Tues. Dec. 1 Artist Applications due
SCA Library 10am – 6pm

Wed. Jan. 20 General meeting
SCA Library, 7 pm

Feb. 19-20 Catalog Proofing for all AATS Artists
Deadline to submit mailing lists
Friday, Feb. 19, 1 - 7 pm
Saturday, Feb. 20, 4 - 6pm

Sat. Feb. 20 Orientation and Marketing Seminar
SCA Painting/Drawing Studio 10 am - 4 pm

Tues. May 18 Delivery of Art for Preview Exhibit
Pick Up Packets & Signs
Tuesday, May 18, 10 am – 7 pm

Fri. May 21 Preview Exhibit Opening Reception 6-8 pm

June 5 & 6 ART AT THE SOURCE OPEN STUDIO TOUR
June 12 & 13 10 am-5 pm SCA Gallery open extended hours

June 14 Turn in EVALUATION FORMS & Pick up unsold art from exhibit
10 am-7 pm SCA Gallery

Wed. June 30 Wrap-up meeting 7pm

Catalog & map will be available for proofing at SCA February 19 – 20.

No changes to catalog will be made after February 20.

2010 AATS Steering Committee

Sandra Maresca	869-9419	croneclown@comcast.net
Sally Baker	829-0396	knsbaker@yahoo.com
Beverly Bird	869-8284	bvdrio@sonic.net
Joann Cassady	431-8319	joann@imakepots.com
John Chambers	823-7369	jcpotter@sonic.net
Colleen Cotten	528-6239	artisancotten@sbcglobal.net
Carol Decker	537-8665	carol@1245design.com
Lisa Jean DeSoto	823-0788	skylimit@sonic.net
Linda Galletta	829-4797	lindag@sonic.net
Carolyn Horan	869-8404	horan@sonic.net
Theresa Joyce	874-3870	theresajoyce1@msn.com
Rebecca Love	874-1067	rebeccalove3@comcast.net
Janet Moore	875-2361	janet@janetmoorestudio.com
Susan Stover	829-8438	stover@sonic.net
Gen Zorich	824-0435	jazzori@aol.com



Open Studios 2010 Application

Two weekends: June 5 & 6, June 12 & 13, 2010

Application Deadline: Tuesday December 1, 2009

PRINT CLEARLY. Enter information EXACTLY as it is to appear in the catalog.

- NEW
- RETURNING
SHOWED IN 2009
- RETURNING
AFTER ABSENCE
- RETURNING WITH
NEW ART FORM

NAME: _____

MAILING ADDRESS: _____ City _____ Zip _____

HOME PHONE # _____ STUDIO PHONE # (if different) _____ FAX # _____

EMAIL: _____ WEBSITE: _____

Please do not publish in the catalog: address _____ phone number _____ e-mail _____ website _____

Is any of the above information new from last year? If so, please mark it with a red asterisk *

→ CALIFORNIA RESALE NUMBER (ex: SRJH 27-84609) (required) _____

(For more information see information packet page 2)

MEDIUM: Glass _____ Painting _____ Ceramics _____ Printmaking _____ Woodturning _____ Sculpture _____
Jewelry _____ Photography _____ Fiber Arts _____ Mixed Media _____ Other _____

DESCRIBE YOUR WORK: Use 5 words or less. This description will appear in the catalog under the photograph of your artwork. _____

I want to participate in the Art in the Wineries Program. Yes _____ No _____ (A website showing your work is required.)

STUDIO LOCATION INFORMATION

ARTISTS EXHIBITING IN THEIR OWN STUDIO

I am a new artist _____ I am a returning artist and my studio # last year was _____

STUDIO ADDRESS: _____

Returning Artists: Is this is a new studio address? _____ Yes _____ No

My studio is wheel chair accessible. Please designate in catalog _____ Yes _____ No (see www.usdoj.gov/crt/ada)

All artists showing in their own studios must provide a street map with their studio location marked in RED. (Returning artists from 2009 with no address change are exempt.) Please note distances to one or more cross streets, indicate which side of the street your studio is on and put a North arrow on the map.

ARTISTS NOT EXHIBITING IN THEIR OWN STUDIO-- GUEST ARTISTS

I am a returning guest artist and I need a Host _____ Last year I shared with (name) _____

I am a new guest artist and need a Host. _____

I have already agreed to be a guest for 2010 in the studio of Artist (name/address) _____

(See detailed description for guest artists in the Information Packet)

ARTISTS WILLING TO HOST GUEST ARTISTS

I already have 1 _____ 2 _____ guest artist(s) Name(s) _____ and _____

I can host: 1 guest artist _____ 2 guest artists _____ My available space to share is best for 2-D _____ 3-D _____ artists.

Space available to share is: indoors _____ outdoors _____ sun _____ shade _____ paved _____ flat _____ uneven _____

Are there any restrictions/limitations of your available space? (ex: need panels for wall hung art...limited wall space)

APPLICATION/ WORK COMMITTEES

Name: _____ **Phone:** _____ **Email:** _____

See the attached information packet for descriptions of the Volunteer Committees on page 4. Answer the brief questionnaire below to assist us in making suitable work assignments. NOTE: Every effort will be made to honor your preferences. *If your job choice requires less than 9 hours, you may be assigned to more than one committee.* Final committee assignments are made according to program needs. A fee of \$135 may be paid in lieu of the required volunteer hours. Indicate your first 3 choices of committee assignment in order of preference.

- | | | |
|--|--|---|
| <input type="checkbox"/> Administrative | <input type="checkbox"/> Preview exhibit | <input type="checkbox"/> Signs |
| <input type="checkbox"/> Catalog distribution | <input type="checkbox"/> Publicity | |
| <input type="checkbox"/> Art in the Winery Program | <input type="checkbox"/> Mentoring | <input type="checkbox"/> Catalog production |

I will consider chairing or co-chairing this committee in 2011: _____

I have paid the \$135 fee in lieu of the required volunteer hours.

SKILL QUESTIONNAIRE

1. Do you have computer skills? yes no Do you have a computer? yes no
2. If yes, which platform(s): PC Mac Other _____
3. Do you have reliable email? yes no High speed internet connection? yes no
4. Are you a beginner/intermediate (circle one) with PC based Excel?
Are you a beginner/intermediate (circle one) with PC based MS Word?
Are you a beginner/intermediate (circle one) with Adobe graphics programs?
5. Are you skilled at searching the internet, posting information and communicating via social networking sites? yes no
6. Are there issues we should consider in assigning you to a work committee?
Difficulty hearing? Unable to lift 50 lbs.? other? _____
7. For the next 6-7 months, are there days or times you are NOT available to work?
 weekdays weekends mornings afternoons evenings
8. Are there DATES or blocks of time you know you will be unavailable April-June 2010?
 yes no If "yes", what are those dates? _____
9. Do you regularly visit: Sacramento SF Marin County East Bay Peninsula
10. Do you have a van, truck or SUV? yes no

Name _____ Phone _____ E-mail; _____

IMAGE REQUIREMENTS

- Images must be submitted either as high resolution **digital files** or as **slides** only. No original artwork.
- **One color copy of each image must accompany each slide or digital file.**
- See **details below** for slide and digital file specifications.
- See the information packet (Page 3) for more information on image requirements.

➔IMAGES REQUIRED FOR ALL ARTISTS:

Catalog images: Select two pieces of representative artwork and provide a professional quality image of each. Note your preference for use in the catalog by marking them #1 and #2 on both the slide or digital file *and* on color copies. (example: smith1 and smith2). Vertical and square images reproduce better in the catalog.

➔ADDITIONAL REQUIREMENTS:

NEW ARTISTS must also include: Three (3) images that show the entire range of the work you plan to sell. Label images and copies (smith3, smith4, smith 5).

RETURNING ARTISTS WITH A NEW FORM OF ART WORK must also include:

Three (3) images that show the new type of work you wish to exhibit.

Label images and copies (smith3, smith4, smith 5).

➔**OPTIONAL PUBLICITY IMAGES:** You may submit up to 3 candid (not posed) shots of you and your studio that may be used for publicity or in the catalog. Mark each image with name and letter (ex:smitha, smithb, smithc)

SPECIFICATIONS

DIGITAL

a) Format: tif (compressed is okay) or Photoshop (.psd). Avoid .jpg if possible. If you use a .jpg, save at the highest quality (lowest compression) setting.

b) Size: at least 2.5 inch on the long side at 300 dpi (resolution) or 10 inch on long side at 72 dpi. * Note: Most cameras save files as 72 dpi rgb.

c) Style: rgb or cmyk or grayscale (for black and white).

d) Platform: PC or Mac is acceptable.

e) File Naming: Name files using only lower case and no spaces (ex: smith1, smith2, smith3).

SLIDES: 2” x 2” plastic mounted with your last name and number (per above) and an arrow indicating the top of slide. Place all slides in a clean protective sleeve.

ADDITIONAL INFORMATION

NEW and RETURNING WITH NEW ART FORM - MUST COMPLETE THIS SECTION

Type of Artwork

Price Range

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Example:

<u>Type of Artwork</u>	<u>Price Range</u>
Original paintings	\$125 - \$1200
Limited edition prints of paintings	\$45 - \$300
Note cards of paintings	\$2.50 - \$5.00

Application Deadline: December 1, 2009

Before you return the application pages -- *make a copy for your files!*

Name: _____ Phone: _____ Email: _____

Cancellation Policy: The application is a commitment to participate. We begin processing applications on December 2nd. If you cancel before the December 1, 2009 application deadline, you will receive a full refund of AATS fees. There are no refunds for cancellations made after December 1, 2009. QUESTIONS? Contact Sandra Maresca (869-9419) <croneclown@comcast.net>, or Linda Galletta (829-4797) <lindag@sonic.net>

Check List of Fees:

- _____ I am a member of SCA.
- _____ I am not a member of SCA. (Enclosed is \$40 for basic membership, \$50 sustaining, \$100 supporting)
- _____ Exhibition fee of \$325. _____ Option ½ payment: \$162.50 due Dec. 1 and \$162.50 due Feb. 1, 2010.
- _____ I am enclosing \$135 in lieu of working 9 hours.

Total Fees Submitted: _____

Make separate checks for **SCA membership dues** and **AATS fees**. Make checks payable to: **SCA**.
Mail or deliver application and fees to: SCA, 6780 Depot Street, Sebastopol, CA 95472
(Delivery hours December 1, 10am – 6pm)

Other Mandatory Information Included With This Application:

- _____ I have listed my resale number
- _____ The mailing list I will submit by February 20, 2010 contains approximately _____ names.
- _____ Enclosed are 4 self addressed, stamped #10 envelopes (4" x 9") for notification and mailings.
- _____ Enclosed is a copy of a map indicating my studio location. **2009 RETURNING artists w/o address change exempt**
- _____ Enclosed are 2 professional images of my work for the catalog. **ALL ARTISTS**
Digital _____ Slides _____ Color copy of each _____
- _____ Enclosed are 3 additional images of my body of work * **NEW artists & RETURNING with NEW ART FORM**
Digital _____ Slides _____ Color copy of each _____
- _____ Enclosed is my artist resume.
- _____ Enclosed is my artist statement.
- _____ I have read the work descriptions, filled out the artist's skills questionnaire and selected my 3 top choices.
- _____ I agree to return my Evaluation Questionnaire by June 14, 2010.
- _____ I have read the terms for participation and the cancellation policy. I have signed the agreement below.
- _____ I am a returning artist interested in having a mentor. (All new artists will get a mentor).
- _____ I am interested in showing my work at a winery. I have a website that shows my current work (required).

I have read and I understand the conditions for participating in Art at the Source, and will follow the guidelines. I am aware that an application is a commitment to participate and that there will be no refunds after the application deadline. As a participant in Art at the Source, I agree to indemnify and hold harmless Sebastopol Center for the Arts, its directors, volunteers and employees, against any and all loss, damage and/or liability that may be suffered or incurred during or in connection with the Art at the Source Open Studio 2010. I agree to let images of my work be reproduced in the catalog and for publicity.

Sign _____ Date _____