



Open Studios 2017 Info

Event weekends: June 3 - 4, 10 - 11, 2017

Application is online only. Deadline to apply: Thurs., Dec. 1, 2016

General Information. Please Read Carefully

Art at the Source (AATS) offers emerging & professional artists an opportunity to show and sell their work in the spring open studio event in West Sonoma County. Each year art collectors visit Art at the Source studios to meet the artists, see their work, and purchase art. Event dates are: June 3, 4 and June 10, 11, 2017.

A general information meeting on **Tuesday, November 1, at 6:00pm, in the Fireside Room** at 282 S. High Street will answer questions about the program and the application. **The application is online only.**

Wednesday, November 30, 5 - 7pm Volunteers will assist with the online application process here at SCA. **Application deadline is Thurs., December 1, 2016.** We encourage application submissions before Dec. 1.

This General Information will prepare you for the application process. No late applications are accepted.

Benefits: In addition to participating in the four days of open studios, the \$350 program fee allows you to:

1. Have your artwork appear in 35,000 full-color catalogs distributed to art enthusiasts in Sonoma County and the greater Bay Area, and mailed to your personal customers and collectors.
2. Exhibit your work in Community Showcase Exhibitions throughout Sonoma County.
3. Have your contact information & image displayed for 1 year on the artatthesource.org website.
4. Learn new skills in marketing and brand development from seasoned professionals.
5. Work with a mentor to develop your presentation and merchandising skills.
6. Have fun, and make new connections for networking your art.

Criteria: Applications are screened to meet the Criteria on Page 2. In addition to the \$350 fee, artists are required to:

1. Be a current member of Sebastopol Center for the Arts (\$40, \$50 or \$100)
2. Submit high-quality images of your work (see Catalog & Publicity Image Information, page 3)
3. Contribute 9 hours of work to a committee or pay a \$135 in lieu work fee. (Work Committees, page 5)
4. Submit a mailing list for the catalog mailing by Saturday, February 18, 2017

Application is online only. Deadline: Thurs., Dec. 1, 2016. Incomplete applications will not be accepted.

Fees: Payment is online through your PayPal account; or through PayPal with your credit card.

Email confirmation receipt will be sent for completed applications.

Acceptance Notices for new Art at the Source artists will be emailed by Jan. 15, 2017

If you have not received notice by Jan. 15, contact Linda Galletta at (707) 829-4797 or lindag@sebarts.org.

General Meeting for all AATS artists: Tues. January 17, 6:00pm, in the Dining Room, 282 S. High St.

Networking & Marketing Workshop: Sat., Feb. 18, 2017, 9am-Noon, 282 S. High Street: Learn to market your work, present it professionally and build a customer base. Meet other participants, hear more about the event & have your questions answered. This session is strongly suggested for new and returning artists.

Use the checklist at the end of the packet to be sure you have all necessary information, including your images, before starting your online application, because **you cannot save and return to the application later.**

Questions? Contact: Linda Galletta at SCA, 829-4797 lindag@sebarts.org



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Criteria, Guidelines & Fees

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. An information meeting will be held Tues., Nov. 1, 6:00pm, in the Fireside Room, at the Sebastopol Center for the Arts (SCA), 282 S. High Street to answer questions about the program and/or the online application.

Criteria & guidelines:

1. Event is two weekends June 3-4, 10-11, 2017, 10am-5pm. Artists **must** be present in the studio all four days.
2. Artists **must be residents of Sonoma County to participate.**
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 Rd including Bloomfield
 - c. **East:** Highway 101
 - d. **West:** Pacific Coast
4. Artists whose studios are not located within the boundaries may be a guest/partner of an artist whose studio is within the boundaries. Each studio/selling location must be the studio of one of the participants. AATS will assist guest artists in finding a host studio; however, you are encouraged to begin searching for a compatible host right away. Artist placement must be finalized by January 15, 2017. Application fees will be refunded if suitable space is not found. No more than 4 artists/4 exhibits are allowed per studio location.
5. Artwork shown during AATS must be high quality, original, and made by the artist with his/her own hands. All work is subject to review and acceptance. On new applications we screen for: 1) sufficient skill-level in the medium. 2) sufficient body of work. 3) a degree of individuality, the work speaking in one consistent voice. 4) 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.
6. Prints may be offered by the display of one example of each such work, with others available in drawers, bins, or stacks, so that the majority of work visible in each studio is original art.
7. Items not listed on your application, or created by someone else, may NOT be shown or sold.
8. When applying, new artists must submit an Artist Resume that includes art experience (training and exhibitions, etc.) and an Artist Statement that describes how you approach your work. Samples of each are available at SCA. Every artist will deliver their resume and statement on Monday, May 15, 2017 when they deliver work for the Preview Exhibit. This information is in the gallery for the public to view. Entering one piece in the Art at the Source Preview Exhibit is mandatory for all artists. Guidelines for the Preview Exhibit will be emailed.
9. 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 (707-576-2100.)
10. AATS is a collaborative effort. Artists **MUST** submit a mailing list of customer names & addresses. The catalog will be mailed to customers on your mailing list. This list is not shared or re-used. Details for how to submit your mailing list will be sent in January. Mailing lists are due Feb. 18, 2017.
11. **Applications must be complete to be considered.**
12. **Community Showcase** exhibitions are additional and optional to participate. Details will vary by venue. See more information under "Additional Opportunities to Show Your Work."

Fees & additional expenses:

1. Participation Fee: \$350 per artist + SCA membership \$40.
2. Each artist is required to work at least 9 hours or pay an additional fee of \$135.00 in lieu of working. Hours are assigned by the committee chairs or Artist Work Coordinator. If you do not fulfill your hours, you will be offered work opportunities after the event, or billed \$15/hour for remaining hours.



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Image Information for Catalog & Publicity

Submit online, digital images only. Images must be a minimum of 1MB, and not exceed 2.5MB.

File format: .tif or .psd preferred; .jpg (JPEG) acceptable also.

File naming protocol for images is: all lowercase, your lastname-firstname number (smith-john1 & smith-john2).

ALL ARTISTS: Select 2 pieces of art that represent your body of work. Submit one professional quality digital image of each piece. One of these images will be chosen for the catalog. In most cases, we will use your #1 choice, unless the catalog layout requires using the second image.

Your work will appear at a small scale in the catalog; select work which will look attractive at that size with strong colors, clear shapes and texture and good contrast. Avoid too much fine detail or subtle color gradients. Three-dimensional works require a background of contrasting color, usually gray, black or white. Make sure there is enough depth-of-field so all of three-dimensional work is in focus. Be sure that your images do not contain distracting elements. **Note: images that are square or horizontal will appear larger on the catalog pages than a vertical image.** Tip: supply one vertical or square and one horizontal image for catalog layout flexibility. Square images are best for the website. (Indicate your preference for the catalog by naming each image in lowercase, no spaces, with your lastname-firstname, then number preference. Example: smith-john1 & smith-john2).

NEW ARTISTS: Provide 3 additional images for a total of 5 images representing the full range of your artwork. Name these images with your name and number (example: smith-john3, smith-john4, smith-john5). Images 3 and 4 show more of your work. The fifth image named "smith-john5" must show an example of how you intend to display the work for sale (framed work on wall, 3-d work displayed on shelves, or similar presentation).

RETURNING ARTISTS with a NEW ART FORM: Provide the 3 additional images that show the new art form you wish to exhibit for a total of 5 images. Name these images with your name and number (example: smith-john3, smith-john4, smith-john5).

ARTISTS RETURNING AFTER AN ABSENCE OF MORE THAN 1 YEAR: follow the instructions for New Artists.

ALL ARTISTS: Optional Publicity Image: Each artist may submit 1 candid (not posed) shot of you in your studio that may be used for publicity. Name each image file lastname-firstname1pub and lastname-firstname2pub.

IMAGES: Read and follow all instructions below to be able to complete your online image submissions. For the catalog and subsequent publicity, a professional-quality, high resolution image is essential. **VERY BIG TIP: RENAME YOUR FILES ACCORDING TO THE PROTOCOL BEFORE STARTING THE ONLINE APPLICATION.**

SPECIFICATIONS FOR IMAGES – Only Digital Images can be submitted

1. File size: may be up to 2.5MB and MUST BE a minimum of 1MB.
2. File format: .tif or .psd preferred; .jpg (JPEG) is acceptable also. If your camera takes JPEG images (most compact cameras do), set the image quality to Super or the highest available image size and quality.
3. Image size: at least 3" on the long side at 300 dpi (resolution) (900 pixels) or 12.5" at 72 dpi (the resolution some cameras provide). If you don't understand this, just send the file from your camera at high quality settings.
4. Color space (or mode): RGB or Grayscale (for black-and-white images).
5. File naming: name files **lastname-firstname1** and **lastname-firstname2** (use lowercase text, no spaces, hyphen between first & last names.) **PLEASE NOTE THIS REQUIRED NAMING PROTOCOL.**

MANDATORY IMAGES:

Catalog Interior Image - The Catalog Interior Image accompanies your text and identifies you and your art in the catalog. It is also used on the Art at the Source website (artatthesource.org.) Submit two Catalog Interior Images. We will try to honor your choice but ultimately the designer will determine the best image to use. Label your images as follows: **lastname-firstname1**(example: smith-jill1.tif) and **lastname-firstname2** (example: smith-jill2.tif)



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MAILING LIST: Each AATS artist is **required** to submit a mailing list. The names on your list will be sent a 2017 AATS catalog. Your mail list is to be submitted by February 18, 2017. The preferred format for a mailing list is Excel. You will email your list directly to Advantage Marketing between February 1 and February 18, 2017. Indicate how many names are on your list for Aaron to confirm he received the complete list.
Email to: Aaron@ad-vantagemarketing.com.



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Work Committees

Committee assignments require at least 9 hours per artist (much more for the chairs). You indicate preference for a committee, NOT a specific assignment within that committee. If less than 9 hours is worked for a job, you will be given additional jobs to complete your hours. Incomplete work hours will be billed at a rate of \$15 per hour. Estimated number of workers required for each committee is indicated. An asterisk * indicates chair roles receiving a fee waiver.

Administration – chair* plus 15-16 workers perform a variety of “desk jobs” but no heavy lifting or vehicle use. Some roles require good verbal and written communication skills. Many roles require computer skills and familiarity with Microsoft Excel, Word and email. Workers must follow directions, pay attention to detail, be able to work independently and have flexibility regarding timing of assignments. Tasks include: application take-in; guest/host studio matching; work committee assignments and tracking; packet assembly; filing, data entry; telephone tree; assisting SCA staff.

Catalog Production – chair* plus 6 workers oversee the creation of the catalog. All work done December-April. Tasks include checking artist images, map creation from artist information, review & selection of artists’ images, collaboration on layout & design, oversight of artists’ proofing of catalog content, & final proofing of catalog corrections. Proofreading & attention to detail are very important; familiarity with digital image formats very helpful. Some proofing work may be on short notice. (NOTE: most people assigned to this committee are returning artists from previous years.)

Catalog Distribution – chair* plus 34 workers distribute 15,000+ catalogs to pre-determined locations throughout Northern California. All work is performed in May & June. Tasks: delivering catalogs to establishments on pre-determined routes – and keeping them stocked. Requires a vehicle, ability to lift 50-lbs, and quick response once catalogs are ready for distribution.

Exhibits Take-in, Hospitality, Support - chair plus 12 workers are responsible for: take-in, end-of-show art pick-up, staffing receptions, clean-up and general support of the Preview & Community Showcase exhibits.

Preview Exhibit Installation – chair plus 20 workers are responsible for the AATS Preview Exhibit. Tasks include exhibit installation, labeling and dismantling both the SCA gallery and showcases at other venues. Tasks will be completed at specific times during May & June. Computer skills are needed for some assignments (e.g., creating exhibition labels & artist name tags). Installation & take-down may include physical labor such as patching, painting, moving walls and pedestals.

Publicity/Marketing - chair* plus 10 workers maximize the coverage of AATS in internet, social media, print, broadcast, and other media. Update and maintain existing media contact spreadsheet. Work with Art Center staff on updating AATS.org website, Facebook page, image management and dissemination. Implement different ways to get publicity through traditional and non- traditional media. Update online event calendars; and keep Facebook and Twitter buzzing. Coordinate community showcase exhibits at various community locations, such as galleries in the county. Knowledge of Word, Excel, Photoshop, strong communication skills and PR writing a plus. Work accomplished from January-May.

Signs - chair* plus 15 workers are responsible for large highway signs, plus individual (studio) and cluster signs. Work is performed in May/June with one meeting in mid-April and some tasks are performed on specific dates. Highway teams hang signs May 1st (or first Saturday) and take them down the day after AATS closes. Maintenance teams check for foliage overgrowth and wayward signs during May. Gallery teams work one day in May handing out studio and cluster signs. The sign committee works best with good teamwork and communication. Highway and maintenance teams are outside and require a vehicle, tools and physical labor. Other tasks require good detail/people skills. Special assignment workers assist chair with a variety of tasks.

Mentoring – chair plus 6 workers help emerging artists make sure that both their body of work and their studio presentation of the work are as professional as possible, a mentor will be assigned to EVERY participant who is new to AATS and has no previous open studio experience. Mentors are chosen from experienced professional AATS veterans, who work with their assigned “protégés” during pre and post-event stages to answer all questions, make suggestions & help maximize the positive experience with the AATS program.



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Studio Sharing Information for Host & Guest/Partner Artists

(Studio Sharing Coordinator: Beverly Bird bvdrio@sonic.net)

Art at the Source (AATS) allows artists to share their studio location by hosting up to 3 additional guest/partner artists, for a total of 4 artists per studio location. Applicants with studios not located inside the geographic boundaries (page 2) can be a "guest/partner artist" at another studio. We are usually able to find space for all studio seekers, but if we cannot, (painters are sometimes harder to place) the AATS application fee will be refunded.

How Studio Matching Works

- As a potential host OR guest/partner artist, you may find a match on your own, or ask the studio matching coordinator to help you.
- It's critical that the artists involved be compatible. The selection process is similar to seeking a roommate. That means you'll need to spend time interviewing potential candidates, viewing each other's art, assessing personality and communication styles, evaluating the space available to share, and ultimately agreeing to partner together to share the space & the work involved in producing the open studio event at the host location.
- Open communication is essential. Years of feedback show that the most successful shared studio experiences are those where artists did their "homework" about working together long before the event.
- **Artist placement must be finalized by January 15, 2017** to be able to assign studio numbers for the catalog.

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. Clusters often experience higher traffic (although not necessarily higher sales). Statistics from previous years show that sharing a studio does NOT guarantee higher sales; the latter depends on many factors.
- Studio sharing allows participants to work together to market and display their work in a complementary way; for maximum 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 emails, highlighting either one or a collage of all artists at one studio location.

Considerations for Studio Sharing

For Hosts:

- Medium: 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.
- Space: 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?
- Logistics: would a guest artist be able to leave his/her display set up overnight? And for the week in between the weekends? If not, do you have space to store their work? Or do they have to take it all home and set up again for the following weekend?
- Display Equipment: do you have "props" the guest artist could use (display panels, lights, tables, etc.) – or will the guest need to provide all?
- Weather: if your guest is showing outdoors, what will you do about unforeseen, inclement weather? Plan B?

For Guest/Partner Artists:

- Medium: are you interested only in finding someone with a DIFFERENT medium from yours?
- Space: what are your space requirements? How about environment—i.e., is outdoors in sunlight ok?
- Display Equipment: does your host have display "props" —or will you need to provide you own?
- Weather: if showing outdoors, what will you do about unforeseen, inclement weather? Plan B?
- Location: 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?
- Finding a Match: take a pro-active role in your studio search. If you haven't heard by January that a potential host has been identified, contact the studio matching coordinator or steering committee chair.



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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?
- Do you have a "Plan B" for weather or other unforeseen circumstances?

Clean up at end

- Who is responsible for what?
- Who will remove all studio 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)?



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Additional Opportunities to Show Your Work

Community Showcase Exhibits – Optional

Community Showcase Exhibits allow a broad spectrum of the County's population to see your art in a variety of different places. You may want to show your work at some, or all of these venues. Each Community Showcase venue has its own unique attraction, some have sales potential, and all venues help to publicize the AATS program, which benefits all artists.

Scheduled Artist Demonstrations on AATS Weekends - Optional

AATS artists often have demonstrations in their studios. It is an opportunity for the public to learn from practicing artists in these free drop-in demonstrations. If you are planning a demonstration at your studio during the AATS weekends, our publicity committee would like to know about it. We will include the information in the catalog, on the website, and in information sent to the media. For AATS publicity purposes, the final deadline to commit to schedule a demonstration at your studio will be Sat., February 18, 2017. You will submit a separate online form confirming your demonstration, date & time. A link to the form will be emailed in late January 2017.



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Important Dates

All dates, days, times, locations & rooms are subject to change.

Tues. Nov. 1 **Information Meeting** for interested artists
SCA Fireside Room, 282 S. High Street, 6:00pm

Wed. Nov. 30 **Application Assistance** for filing online application & uploading images, **5-7pm**
Dining Room 5 - 7pm

Deadline to Apply: December 1, 2016

Tue. Jan 17 **General meeting for all AATS Artist**
Little Red Hen Dining Room, 282 S. High Street, 6:00pm

Feb. 17 & 18 **Catalog Proofing for all AATS Artists**
Deadline to submit mail list
Friday, Feb. 17, 4 - 6pm
Saturday, Feb. 18, Noon - 2pm

Sat. Feb 18 **Networking/Marketing Workshop**
SCA Little Red Hen Dining Room, SCA, 9am-Noon

Mon, May 15 **Deliver art for Preview Exhibit at Sebastopol Center for the Arts, and Pick Up Packets & Signs**
Monday, May 15, 282 S. High St, 11am – 6:00pm

Thurs, May 18 **Preview Exhibit Opening Reception 6-8pm at the Center for the Arts, 282 S. High St.**

June 3 & 4 **ART AT THE SOURCE OPEN STUDIO TOUR**
June 10 & 11 10am-5pm SCA Gallery open extended hours

Mon. June 12 **Pickup unsold art from exhibit 11am-6pm SCA Gallery**

Tues. June 13 **Deadline to submit Online Evaluation Form**

Wed. June 28 **Steering Committee Final Meeting**

Thurs. July 6 **General Wrap-up meeting for all AATS artists 6:00pm, Dining Room**

2017 Art at the Source Steering Committee

Valerie Adams	539-4400	Valerie@ValerieAdamsGlass.com
Sally Baker	829-0396	knsbaker@yahoo.com
Beverly Bird	869-8284	bvdrio@sonic.net
Dennis Bolt	829-3722	dennisboltstudio@gmail.com
John Chambers	823-7369	jcpotter@sonic.net
Rene Dayan-Whitehead	829-9284	rdwdbw@sbcglobal.net
Linda Galletta	829-4797	lindag@sebart.org
Penny Knapp	865-0433	pkknapp@ucdavis.edu
Becky Wells	480-8398	rebeccagardens@comcast.net

Catalog & map will be available for proofing at SCA

February 17 - 18

No changes to catalog will be made after February 18.



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2017 Application Checklist

Before you begin to the online application, be sure you have all of the items below.

Cancellation Policy: The application is a commitment to participate. No refunds for cancellations after December 1, 2016. Questions? Contact Linda Galletta (829-4797) lindag@sebarts.org

Checklist of Fees:

- Current member of Sebastopol Center for the Arts (required) – no additional fee required with application.
- Not a member. (Fee: \$40 for basic membership, \$50 sustaining, \$100 supporting) – required to submit application.
- AATS Fee \$350. (PayPal has options to pay in increments and with your credit card if you don't have a Paypal account.)
- In lieu fee for 9 hours of work - \$135. (Not an option for first year AATS artists.)

Required Information needed to submit the application:

- An email address.
- A resale number.
- A "snail" mail list that you will submit by February 18, 2017.
- 2 professional images of my work for the catalog - **ALL ARTISTS**
- 3 additional images of my work - **NEW artists; ARTISTS RETURNING with NEW MEDIUM; & ARTISTS RETURNING AFTER ABSENCE OF MORE THAN 1 YEAR**
- Attach my artist resume.
- Attach my artist statement.
- I have read the work descriptions and on the application will select 3 choices.
- I will agree to return my Evaluation Questionnaire by June 13, 2017.
- I have read the terms for participation and the cancellation policy. I will sign the agreement online.
New artists will automatically be assigned a mentor. Returning artists wanting a mentor must email lindag@sebarts.org.
I understand the optional opportunities to show my work listed on page 8 of the Information Packet.

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 and the County of Sonoma, its agents, 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 2017. I agree to let images of my work be reproduced in the catalog and for publicity.

You will sign and date at the end of the online application.