General Information. Please Read Carefully
This information has changed from previous years!

Since 1995, Art at the Source (AATS) has offered Sonoma County artists an opportunity to show and sell their work in the spring open studio event. Each year art collectors visit Art at the Source studios to meet the artists, see their work, and purchase art.

Event dates: June 6-7 and June 13-14, 2020.

New for Art at the Source 2020!
We are delighted to announce some exciting changes for Art at the Source this year, which will make the program more inclusive both geographically and demographically.

- **Expanded Program Map:** For over 25 years, the program boundary of Art at the Source has been limited to West Sonoma County, with our northern border at River Road and our southern border at Roblar Road. In recent years we have had numerous requests from artists outside this area who have a strong desire to participate and contribute to the long-term success of the program. In response to these requests, we will expand our area this year to include Petaluma to the south, Healdsburg to the north, and Santa Rosa to the east. Artists in other communities bordering Highway 101 (Cotati, Rohnert Park, Windsor, and unincorporated areas) will also be eligible this year. If you are unsure whether your studio is eligible, please contact us.

- **Enhanced Support for Emerging Artists:** Art at the Source has always been committed to highlighting and supporting new artists. Over the years the demographics and economic realities of our area have changed, making it more and more challenging for artists to launch their careers in Sonoma County. We know there is great talent here waiting to be discovered. This year we will formalize an “Emerging Artist” program with enhanced mentoring, and with limited scholarship opportunities for artists whose work meets our program requirements but who have limited experience with showing their work in an open studio setting. Please see page 4 for details about this program – if you meet the criteria or know someone who does, please take note!

Questions?
Please see our [FAQ page](#) on the Art at the Source website for more details and background.

**Current Artists:** We invite Art at the Source and Art Trails artists to attend an information meeting on **Saturday November 2, Noon to 2pm** to hear more about our plans for this year. We know you have questions and ideas, and we’d love to hear them. Please mark your calendar!

**New Artists:** To find out more about applying to Art at the Source, and about our Emerging Artists program, please come to our general information meeting on **Friday November 8, at 6:00pm, in the Fireside Room** at 282 S. High Street, where we will answer questions about the expanded program and the application process.

Apply Online starting November 4, 2019 at [https://sebarts.doubleknot.com/event/aats-application-2020/2590624](https://sebarts.doubleknot.com/event/aats-application-2020/2590624). The application is online only.

Please read on for full details about the program, criteria, deadlines, and application process.
Open Studios 2020 Information

Event weekends: June 6-7 and 13-14, 2020
Application is online only. Deadline to apply: Friday, Dec. 6, 2019

Application deadline is Friday, Dec. 6, 2019. Apply here

We encourage application submissions before the deadline. No late applications are accepted.

This General Information will prepare you for the application process.

Benefits: In addition to participating in the four days of open studios, joining Art at the Source allows you to:
1. Have your artwork appear in more than 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 Art at the Source 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 3. In addition to the $350 fee, artists are required to:
1. Be a current member of Sebastopol Center for the Arts ($50)
2. Submit high-quality images of your work. (See Catalog & Publicity Image Information, page 5)
3. Contribute 9 hours of work to a committee or pay a $135 in lieu of work fee. Only artists who have been in Art At the Source for two or more years are eligible to waive the work requirement by paying this fee. Exceptions to this policy may be considered. Please contact us for more information. (See Work Committees, page 6)
4. Submit a mailing list for the catalog mailing by Monday, February 17, 2020

Application is online only. Deadline: Fri. Dec. 6, 2019. 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 emailed by Jan. 7, 2020
If you have not received notice by Jan. 14, contact Eve Lindi at (707) 829-4797 x1010 or evel@sebart.org.

Meeting for New/Emerging Artists and Mentors: Wed. January 15, 2020, 5:00pm, in the Dining Room at Sebastopol Center for the Arts, 282 S. High St.

General Meeting for all AATS artists: Wed. January 15, 2020, 6:00pm, in the Dining Room at Sebastopol Center for the Arts, 282 S. High St.

Networking & Marketing Workshop: Sat., Feb. 15, 2020, 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 and have your questions answered. This session is strongly suggested for new and returning artists.

Use the checklist at the end of this packet to be sure you have all necessary information, including your images, before starting your online application.

Questions? Contact: Eve Lindi at SCA, 829-4797 x1010, evel@sebart.org
Open Studios 2020 Information

Event weekends: June 6-7 and 13-14, 2020
Application is online only. Deadline to apply: Friday, Dec. 6, 2019

Criteria, Guidelines & Fees

Mission Statement: Art at the Source is a spring venue for the public to meet working artists, learn about their creative process, and purchase their work in open studios. An information meeting will be held Friday November 8, 6:00pm, in the Fireside Room at the Sebastopol Center for the Arts to answer questions about the program and the online application.

Criteria & guidelines:
1. Event is two weekends: June 6-7 and 13-14, 2020, 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: Healdsburg
   b. South: Petaluma
   c. East: Highway 101 corridor (eastward from Highway 101 to include all of Santa Rosa, Petaluma, Cotati, Rohnert Park, Windsor, Healdsburg)
   d. West: Pacific Coast
4. Artists whose studios are not located within the boundaries may be a guest of a host 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 before January 10, 2020. 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. 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, and 3) a degree of individuality, the work speaking in one consistent voice. 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 and Emerging 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.
9. All artists must submit one piece for the Art at the Source Preview Exhibit at Sebastopol Center for the Arts.
10. Every artist will deliver their resume and artist statement on Monday, May 11, 2020 when they deliver work for the Preview Exhibit. This information is in the gallery for the public to view.
11. 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 (http://www.boe.ca.gov/).
12. AATS is a collaborative effort. Artists are required to submit a current mailing list of customer names and postal addresses for the catalog mailing. 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. 17, 2020.
13. Applications must be complete to be considered.
14. Community Showcase exhibitions are additional and optional to participate. Details will vary by venue. See more information under “Additional Opportunities to Show Your Work (page 8).”

Fees & additional expenses:
1. Participation Fee: $350 per artist + current SCA membership $50.
2. Scholarship Opportunity for Emerging Artists (see page 4 for details and application information)
3. 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.
New in 2020: Emerging Artist Program

Who is an “Emerging Artist”?

An Emerging Artist in Art at the Source has been studying and working in their art form but has not yet had significant public exposure or experience with exhibition. The work of these artists meets the program guidelines on page 3 – they will benefit from being part of Art at the Source for their first Open Studio experience. There is no age restriction to be considered for the Emerging Artist Program.

The Emerging Artist category is different from the New Artist category: an Emerging Artist has limited experience organizing their own exhibit or open studio event, and will be a guest in an established artist’s studio for their first year in the program. New Artists are new to the program but have prior experience and may show in their own studio.

There are specific guidelines for all artists accepted into our program. If the review committee has questions or concerns, they will contact you for clarification. We’re a friendly and encouraging group of artists; we’ll help you navigate the application process and provide the feedback necessary for you to become a participant in the program. If your work is found to be outside the parameters required to participate at this time, you’ll know what the decision was based on. If you choose to reapply at a later date, you may request feedback from an AATS artist in a closely related medium to offer suggestions for a successful application.

Benefits and Expectations for Emerging Artists

In addition to the mentoring that all New Artists are offered in Art at the Source, artists in the Emerging Artist Program (those who have never shown in an open studios program before) will receive enhanced mentoring support, and will be asked to work more closely with their host and/or mentor.

Emerging Artists are required to be hosted in a studio with a more experienced artist for their first year in (please see Studio Sharing on page 7 for more information about this important aspect of Art at the Source). By being a guest in an established artist’s studio, the emerging artist will gain valuable insights from the knowledge and experience of their host, as well as observe customer relations and sales techniques during the show. (If this arrangement isn’t possible due to the nature of the artwork, their mentor will visit the studio and work with the artist to create the best possible display. If appropriate, a more experienced artist may show in the emerging artist’s location.)

In exchange, the emerging artist will assist their host with readying the studio and other duties as mutually defined. This symbiotic relationship helps to establish the emerging artist with the confidence necessary to proceed on their own or with another host the following year if they choose. Time working with their host artist does not count toward the emerging artist’s required Work Committee hours.

Scholarship Opportunities for Emerging Artists (apply by December 2)

Artists applying to Art at the Source in the Emerging Artist category may request a full or partial waiver of the $350 program fee for their first year. This waiver will be based on demonstrated need. To apply for the fee waiver, you must submit your artist resume, artists statement, and required work images, along with an online questionnaire, no later than Monday December 2. You will be notified via email of any waiver approved within one business day, and must submit your completed application and any fees online by the December 6 application deadline. Waiver requests may be made online at https://form.jotform.com/sebarts/2020-art-at-the-source-emerging-art
Image Information for Catalog & Publicity

**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.**

**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 & EMERGING 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 your work as it would be displayed 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 2 YEARS OR MORE:** 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.
Open Studios 2020 Information

Event weekends: June 6-7 and 13-14, 2020
Application is online only. Deadline to apply: Friday, Dec. 6, 2019

Work Committees

Committee assignments require at least 9 hours per artist (more for the chairs). On your application, you will indicate preference for a committee, NOT a specific assignment. If less than 9 hours is worked for a job, you will be given additional jobs to complete your hours. Incomplete work hours may be billed at a rate of $15 per hour. Estimated number of workers required for each committee is indicated.

Steering Committee – Composed primarily of artists who chair the Work Committees below, the Steering Committee meets on the first Monday of each month (or as needed) to ensure the smooth operation of the program as a whole, and to develop, propose, and implement policies and new initiatives for the program. Steering members who lead Work Committees receive a fee waiver.

Administration – chair plus 10-12 workers perform a variety of "desk jobs" but no heavy lifting or vehicle use. Some roles require good verbal and written communication skills. Others require computer skills and familiarity with Microsoft Excel, Word and email. Tasks: guest/host studio matching; work committee assignments and tracking; artist packet assembly; telephone tree; AATS Preview Show docent; assisting SCA staff (computer skills welcome!); special assignments, other duties as needed.

Catalog Production – chair plus 3-5 workers oversee the management of artist information and images to be included in the catalog. All work done December-April. Tasks include developing catalog maps, checking artist images, review and selection of artists’ images, coordinating artists’ proofing of catalog content, and final proofing of catalog corrections. Proofreading and 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 and 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.

Community Showcases – chair plus 3 workers reach out to partners in the business community (galleries, wineries, restaurants, other potential exhibit locations) to increase our previews and develop opportunities for artists to show and sell their work during the program period. Each exhibit will require one point-person to recruit artists, co-host the exhibit in collaboration with the venue, and assist with publicity for the exhibit.

Mentoring – chair plus 6 workers (depending on number of new artists and artists requesting mentor). Mentors work with new and emerging artists to make sure that both their body of work and their studio presentation are as professional as possible. A mentor will be assigned to every participant who is new to AATS. Any artist may request a mentor if they feel they’d benefit from the guidance. Mentors are chosen from experienced professional open studio veterans, who work with their assigned artists during pre- and post-event stages to answer questions, make suggestions, and help maximize a positive experience with the program.

Publicity/Marketing - chair plus 6 workers help SCA maximize the coverage of AATS in internet, social media, and other media. Work with SCA PR and Social Media staff on monitoring PR timeline, drafting Press Releases and Calendar notices, identifying Feature interview and topic ideas, promoting Community Showcases, updating Facebook page, image management and dissemination. General PR outreach and invitations to Galleries and other exhibiting locations. Knowledge of Word, Excel, Photoshop, strong communication skills, and PR writing a plus. Work accomplished January-May.

SCA Exhibit 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 SCA Preview Exhibit.

SCA Preview Exhibit Installation – chair plus 14 workers are responsible for installing the AATS Preview Exhibit. Tasks: exhibit installation, labeling. Tasks will be completed at specific times during May. Computer skills are needed for some assignments (e.g., creating exhibition labels and artist name tags). Tasks may include physical labor such as patching, painting, and moving walls and pedestals.

Signs – chair plus 23 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 the first Saturday in May, 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.
Studio Sharing Information for Host and Guest/Partner Artists
(Studio Sharing Coordinator: Beverly Bird  bvdro@sonic.net)

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

How Studio Matching Works
• As a potential host OR guest artist, you may find a match on your own, or ask the Coordinator to help you. The Coordinator makes referrals based on host/guest preferences as to medium, location and logistics.
• 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 and the work involved in producing the open studio event at the host location.
• Artist placement must be finalized by January 10, 2020 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.
• Studio sharing allows participants to work together to market and display their work in a complementary way.
• Studio sharing allows artists whose studios are not publicly accessible or who do not have a studio inside the program area to participate in the program.

Considerations for Studio Sharing
• Medium: what is your medium and does it matter what medium your guest(s) have? A painter, for example, may only want to share with 3-D artists. The 2-D media range is wide, however, from oil to mixed media to encaustic, and can create a complementary display.
• Space: Indoors or out? Shade or sun? Dirt, grass or paved? Is there wall space for hanging 2-D work?
• Logistics: Can the guest artist’s work be left up overnight? And in between the weekends? If not, is there space to store work?
• Display Equipment: who supplies the “props” the guest artist could use (display panels, lights, tables, etc.). Will the guest need to provide their own? In general, 2-D artists who seek placement as a guest artist should be prepared to supply their own panels, and are more easily placed if they have access to a pop-up tent.

Once you decide on a studio guest or host:

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?
• Publicity: Who is responsible – shared or individual artist – for: 1) signage 2) postcards 3) ads 4) social media
• Hospitality: Who is responsible for sign-in sheets, hospitality, refreshments, clean-up.
• Weather: if your guest is showing outdoors, what will you do about unforeseen, inclement weather?

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?); it is critical to confirm access arrangements for guest artists.
• Are hanging supplies needed? Is painting or rehabbing pedestals needed?
• Do you have or need a canopy or tent for outdoor space?
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, 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. This 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 22, 2020. You will submit a separate online form confirming your demonstration, date & time. A link to the form will be emailed in late January.
Open Studios 2020 Information
Event weekends: June 6-7 and 13-14, 2020
Application is online only. Deadline to apply: Friday, Dec. 6, 2019

Important Dates
All dates, days, times, locations & rooms are subject to change.
Please mark your calendars, and plan accordingly!

Sat. Nov 2  Program Expansion Q&A for current and former AATS and Art Trails Artists
SCA Dining Room, 282 S. High Street, 12:00pm (noon)

Fri. Nov 8  Application Information Meeting for interested artists
SCA Fireside Room, 282 S. High Street, 6:00pm

Fri. Dec. 6  Deadline to Apply

Tue. Jan. 7  New/Emerging Artists Notified of Acceptance

Wed. Jan 15  Program Launch Meeting
New/Emerging Artists and Mentors: 5pm
All Artists: 6pm
SCA Dining Room, 282 S. High Street

Feb. 14 & 15  Catalog Proofing for all AATS Artists (Valentine’s Day)
SCA Dining Room, 282 S. High Street
Friday, Feb. 14, 4-6pm
Saturday, Feb. 15, Noon-2pm

Sat. Feb 15  Networking/Marketing Workshop
SCA Dining Room, 9am-Noon

Mon. Feb 17  Deadline to submit postal mailing list

Mon. May 18  Deliver art for Preview Exhibit, and Pick Up Packets & Signs
SCA Gallery and Auditorium, 282 S. High St, 11am–6:00pm

Tue. May 19  Preview Exhibit Installation
SCA Gallery, 282 S. High St, 9am–4:00pm

Fri. May 22  Preview Exhibit Opening Reception 6-8pm at the Center for the Arts, 282 S. High St.

June 6 & 7  ART AT THE SOURCE OPEN STUDIO TOUR
June 13 & 14  10am-5pm SCA Gallery open extended hours

Mon. June 15  Pickup unsold art from exhibit
SCA Gallery and Auditorium, 282 S. High St, 11am–6:00pm

Wed. June 17  Deadline to submit Online Evaluation Form

TBD  Steering Committee Final Meeting

Tues. June 30  General Wrap-up meeting for all AATS artists
SCA Dining Room, 282 S. High Street, 6:00pm

2020 Art at the Source Steering Committee
Penny Knapp, Chair 865-0433  pkknapp@ucdavis.edu
Valerie Adams 539-4400  Valerie@ValerieAdamsGlass.com
Sally Baker 829-0396  knsbaker@yahoo.com
Beverly Bird 869-8284  bvdrio@sonic.net
John Chambers 823-7369  jcpotter@sonic.net
Rene Dayan-Whitehead 829-9284  rdwdbw@sbcglobal.net
Eve Lindi 829-4797 x1010  evel@sebarts.org
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Mark Freed 479-3818  mfreed@sonic.net
Becky Wells 480-8398  rebeccagardens@comcast.net

Catalog & map will be available for proofing at SCA February 14 & 15

Steering Committee Meetings
First Monday Each Month
9-10am
(except June)
AATS Artists are welcome to attend
RSVP to Eve Lindi or Penny Knapp
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2020 Application Checklist

Before you begin 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 2, 2019. Questions? Contact Eve Lindi (707-829-4797 x1010) evel@sebarts.org

Checklist of Fees:

_____ Current member of Sebastopol Center for the Arts (required) – no additional fee required with application.
_____ Not a member. (Fee: $50 for Bronze membership - levels and benefits information on SCA website. To start your membership, click here.)
_____ 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:

EMERGING ARTISTS; NEW ARTISTS; ARTISTS RETURNING with NEW MEDIUM; & ARTISTS RETURNING AFTER ABSENCE OF 2 YEARS OR MORE

_____ 3 additional images of my work
_____ Attach my artist resume.
_____ Attach my artist statement.

EMERGING ARTISTS REQUESTING SCHOLARSHIP

_____ Online scholarship application due November 18, 2019 (see page 4)

ALL ARTISTS

_____ An email address.
_____ A resale number.
_____ A postal mail list that you will submit by February 17, 2020.
_____ 2 professional images of my work for the catalog - ALL ARTISTS

_____ I have read the work descriptions will select 3 choices or pay the $135 fee in lieu of work hours.
_____ I agree to return my Evaluation Questionnaire by June 17, 2020.
_____ I have read the terms for participation and the cancellation policy. I will sign the agreement online.
_____ New and Emerging Artists will automatically be assigned a mentor. Returning artists wanting a mentor must email evel@sebarts.org.
_____ I understand the optional opportunities to show my work listed on page 8 of the Information Packet.

To sign and date at the end of the online application: 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 2020. I agree to let images of my work be reproduced in the catalog and for publicity.