



# Open Studios 2024

**Application is online only; late applications will not be accepted.  
Apply by Wed, Nov 15, 2023 for Early Bird discount!  
Deadline to apply: Fri, Dec 1, 2023**

**Open Studios: June 1-2 & 8-9, 2024, 10am to 5pm**

## Program Guidelines and Benefits

An information meeting will be held **via Zoom on Wed, Nov 8 at 6:30pm** to answer questions about the program and the online application. Whether you're a new artist or long-time participant, we urge you to attend this meeting.

In addition to participating in the two weekends of open studios, joining AATS allows you to:

1. Have your artist information appear in our full color catalog distributed to art enthusiasts in Sonoma County and the greater Bay Area, and mailed to your customers and collectors.
2. Benefit from the SebARTS' marketing of the in-person and online events.
3. Exhibit your work in Community Showcase exhibitions throughout Sonoma County.
4. Have your contact information and image displayed for one year on the AATS website.
5. Learn new skills in marketing and brand development from seasoned professionals.
6. Work with a mentor to develop your presentation and merchandising skills. All new artists are assigned a mentor. If you're an artist with less than two years in the program and need mentoring, please contact Mentoring Chair Caren Catterall at [cc@carencatterall.com](mailto:cc@carencatterall.com).
7. Have the use of our Artist Resource page containing valuable information.
8. Have fun, and make new connections for networking your art.

### Questions?

Please see our Frequently Asked Questions, including questions about Covid-19, on the Artist Resource page or email [openstudios@sebarts.org](mailto:openstudios@sebarts.org) <https://www.artatthesource.org/resource>

## Selection Process

New artists are selected by a panel of experienced AATS artists. Work must be original, high-quality and made by the artist's own hands. More information follows in the Media Categories and Descriptions sections.

## New Ways to Apply This Year:

In years' past, we have only accepted single media category applications. New this year is the ability to apply three ways! **All applications must meet the criteria in our media category descriptions.**

- 1) You can apply under one media category.
- 2) For returning artists, you can apply with your existing media category and elect to jury in with a second media category for an addition \$25 fee. This will allow you to list your second media category on your artist photo page and give you two listings in the back of the catalog under our Artist by Medium listing. For example, if you are a photographer and wish to add sculpture to your listing, you will jury under a second medium category in sculpture with five new photos, four of your work and one of your display. This **does not** give you a second photo on the artist page.
- 3) You can apply for a second media category listing in the catalog, pay two full fees, have two photos and listings in the catalog. You will be required to work 20 hours or pay two opt-out fees. If you are sharing a studio, your second category counts as two artists, and studios are limited to four artists. This requires two full applications and work must meet the criteria listed in our media category descriptions. Only one SebARTS membership is required.

## Media Categories and Descriptions

Select the media category that best fits your work. Please note that while our emphasis is on original handmade artwork, use of manufactured frames, mats, mounting hardware, metal displays for glass objects, etc. is allowed. Not allowed are: assembled kits, work made from kits, commercially produced items.

**Ceramics (functional and non-functional):** Work created by the artist from clay, porcelain, stoneware and/or earthenware. No factory produced work, work from commercial molds, no painted commercial slip-cast work.

**Digital Art:** Original work created solely on a computer. Work must be in limited editions, signed and numbered.

**Drawing:** Two-dimensional work created by the artist using dry media including chalk, charcoal, pastels, pencils, wax crayon, or from fluid media applied by a pen or brush.

**Fiber Arts:** Two-and three-dimensional work created from fibrous materials such as basketry, weaving, papermaking, leather and fabric.

**Glass:** Work that is kiln-formed, fused, blown, cast or stained glass. Commercially available display stands and mounting hardware are allowed.

**Jewelry:** All jewelry must be designed and made by the artist. This work can include metal, gems, precious metal clay, flame-worked beads, clay, wood, fiber, found objects etc., but must be made by the artist. No jewelry is allowed where the majority of the components are purchased or not made directly by the artist. No commercial casts or molds are allowed. No more than 15% (by volume) of a piece may consist of commercially made findings. Commercially purchased components (beads, glass, gems, pearls, metal or other components not made by the artist) that are solely strung, assembled or twisted on wire are not allowed, unless accompanied by original handmade elements that are the focus and majority of the design.

**Mixed Media:** Two-and three-dimensional original work incorporating multiple materials. If recycled materials are used, they must be altered or used in a way that is different from their original intended purpose.

**Painting:** Original work created using oils, acrylics, pastels and watercolors. Reproductions and giclées are allowed.

**Photography:** Original art using a camera or phone. Black and white, color digital, original prints from negatives, or work modified digitally. Prints must be the original work of the artist, be processed by the artist or under their supervision, properly signed and numbered.

**Printmaking:** Work that is created by transferring ink from a matrix to paper or another surface. Techniques included are linoleum, woodcut, etching, engraving, lithography, screen printing, letterpress, book arts, and monotype. No laser prints or photocopies. Limited edition prints should be signed and numbered.

**Sculpture:** Three-dimensional original artwork using any materials that are carved, modeled, constructed, assembled or cast from the artist's original work. If recycled materials are used, they must be altered or used in a way that is different from their original intended purpose.

**Wearables:** Any original wearable object such as hats, scarves, purses, shoes, belts. No commercially printed articles are allowed.

**Woodworking:** Any functional or non-functional original work that is crafted by the artist primarily in wood.

## Reproduction Policy:

Only limited edition, signed, gallery quality reproductions of artwork are allowed. Note cards and coffee table style books are permitted. No laser prints and photocopies.

## Criteria, Guidelines, and Fees

The AATS Steering Committee along with SebARTS considers the enforcement of its guidelines its right and responsibility in order to maintain the quality of our event. SebARTS officials try to visit all studios over the course of the four days to offer support and answer questions. Non-compliance with the guidelines may result in expulsion from the event for a period of one year, after which they will have to be rescreened as a new artist. No refunds will be given to artists expelled from the event.

### Criteria and guidelines:

1. Open studio weekends: June 1-2 & 8-9, 2024, 10am-5pm. Artists who open their studio must be present in the studio all four days.
2. Artists must be residents of Sonoma County to participate. Studio locations must be within Sonoma County.
3. **Each studio 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 the catalog, including maps, are completed (by January 12) Application fees will be refunded if suitable space is not found. No more than four artists/four exhibits are allowed per studio location.
4. Artwork shown during AATS must be high quality, and solely the work of 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, factory-produced wearable items are **NOT** allowed. All work shown must have a handmade element. Assembled jewelry will not be accepted.
5. New applicants must have a website or some form of online gallery.
6. When applying, new artists must submit an artist resume that includes art experience (training and exhibitions, if any, etc.) and an artist statement that describes how you approach your work.
7. Items not listed on your application, or created by someone else, may NOT be shown or sold.
8. You must submit high-quality images of your work. Refer to the Image Information section below for reference.

9. All artists must submit one original piece for the Art at the Source Preview Exhibit at Sebastopol Center for the Arts. This piece must be for sale.
10. Every artist will deliver their resume and artist statement on Tuesday, May 7, 2024 when they deliver work for the Preview Exhibit. This information is in the gallery for the public to view.
11. All artists will submit a mandatory online evaluation form by Wed, June 12, 2024. This information is confidential and is utilized to improve the program.
12. A valid California resale license is **REQUIRED** and must be posted at the studio of each participating artist. Licenses can be obtained through the California Department of Taxes and Fees Administration ([cdtfa.ca.gov](http://cdtfa.ca.gov)).
13. AATS is a collaborative effort. Artists are required to submit a current mailing list of a minimum of 25 customer names and postal addresses for the catalog. Catalogs will be mailed to customers on your mailing list. If you do not have a mailing list, you will be required to pay a \$25 opt out fee. Details for how to submit your mailing list can be found on our artist resource page. Mailing lists are due Mon, Jan 15, 2024.
14. Community Showcase exhibitions are additional and optional. Details and deadlines will vary by venue. See more information online on the Artist Resource page.
15. Event insurance is strongly recommended. Eventhelper.com is a good resource. More information is available on the Artist Resource page.

#### **Fees and additional expenses:**

1. Basic participation fee for single media category: \$425 per artist + current SebARTS membership, starting at \$75. **Apply by Wed, Nov 15, 2023 for an early bird discount! Early bird fee is \$400.**
2. Second media category listing on artist page of the catalog: \$25
3. Application for second media category (2 artist listings, 2 photos in the catalog, 2 listings in Artist by Medium listing) requires separate application as a new artist. Basic fees apply. 10 hours of work for each accepted application. Only one SebARTS membership is required.
4. Each artist is required to contribute at least 10 hours to a work committee or pay an additional fee of \$250 in lieu of working. Jobs are assigned by the committee chairs. If you do not fulfill your hours, you will be offered work opportunities after the event, or billed \$25/hour for remaining hours. First year artists may **not** opt-out of work.
5. Payment is made online.

## Image Information for Catalog and Publicity

Read and follow all instructions below to complete your online image submissions. For catalog and subsequent publicity, a professional-quality, high resolution image is essential. **TIP:** rename your photos according to the protocol before starting your application!

**All artists:** Submit a professional high quality digital image that best represents your work. This photo will be printed in the catalog to attract visitors to your studio. The full image area for each artist in the catalog is 2.25" wide x 3" tall. This is comparable to a 9"x12" or 18"x24" portrait-oriented image, which reduces down at scale to the appropriate size for the catalog. You are allowed to crop your image to fit this size, or you may elect to choose not to occupy the full space.

Your work will appear at a small scale in the catalog and online; select work which will look attractive 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 three-dimensional work is in focus. Be sure that your images do not contain distracting elements. Name your image in lowercase, no spaces, with your lastname-firstname. Example: smith-john.

**New artists:** Provide four additional images (for a total of five images) representing the full range of your artwork. Name these images in lowercase, no spaces, with your lastname-firstname, numbered 1-5 (example: smith-john1, smith-john2, smith-john3 and so on). Image number one will appear in the catalog, unless the catalog layout requires an alternative image. Images number two, three and four are additional photos of your work. The fifth image must show an example of your work as it would be displayed for sale (framed work on wall, three-dimensional work displayed on shelves, or similar presentation).

**Returning artists with a new art form:** Provide four additional images (for a total of five images) that show the new art form you wish to exhibit. Name these images with your name and number (example: smith-john1, smith-john2, smith-john3 and so on).

**Artists returning after an absence of two years or more:** Follow the instructions for new artists.

**All artists:** Optional publicity image: each artist may submit one candid (not posed) shot of you in your studio that may be used for publicity. Name the image lastname-firstnamepub.

**Image specification** – only digital images can be submitted.

1. File format: tif or jpg. If your camera takes jpg images (most cameras do), set the image quality to the highest available image size and quality.
2. Image size: at least 4" on the long side at 300 dpi resolution.
3. Color mode: CMYK.
4. File naming: name files **lastname-firstname1** and **lastname-firstname2** (use lowercase text, no spaces, hyphen between first and last names.)

## Work Teams

Team assignments require at least 10 hours per artist (more for the chairs). On your application, indicate your preference for a team, NOT a specific assignment. If you are unable to perform the job assigned to you, you must immediately notify our Program Manager, Michele Kimble at [mkimble@sebarts.org](mailto:mkimble@sebarts.org). If less than 10 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 \$25/hour.

Our Steering Committee is composed primarily of artists who chair the Work Teams below, the Steering Committee meets via Zoom on the first Thursday of each month at 4pm (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.

**Administration** – Chair plus 10 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 SebARTS staff (computer skills welcome!); special assignments, other duties as needed.

**Ad Sales** – 2 to 3 workers to assist SebARTS staff in contacting businesses and artists about placing ads in our catalog. Work closely with the catalog committee and SebARTS staff. Work is done in January through February. Computer skills needed.

**Catalog Production** – 3 to 4 workers to assist the Program Manager and Creative Director in the creation of the catalog. All work is done January-March. 2 people to proof read catalog content during the two rounds of proofing, 1 to 2 people to edit and update catalog maps and number studios in Illustrator or Photoshop. Some proofing work may be on short notice.

**Catalog Distribution** – Chair plus 34 workers to distribute 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 20-lbs, and quick response once catalogs are ready for distribution.

**Farmer's Market/Outreach** – 4-5 people to set up a table at farmer's markets or the Apple Blossom Fair, display their artwork NFS and potentially do a demonstration, and pass out catalogs. Talk to market visitors and explain the program, teach them how to use the catalog, and promote AATS. Requires transportation of themselves, a table, a sign, and a box of catalogs to the market. Work accomplished in late April and in May.

**Mentoring** – Chair plus enough experienced open studio veterans to work with 2-3 new or emerging artists each. Mentors work with their assigned artists to answer questions and help maximize a positive experience with the program. This will include an in-depth studio visit in Feb or March to make sure that both their body of work and their studio presentation are as professional as possible. On-going contact in the months before the event is necessary to keep communication open and address questions as they come up. Includes a meeting with Mentoring Chair and other mentors at the outset to share our best ideas about how to support new artists.

**Publicity/Marketing** – chair plus 3 workers to assist SebARTS maximize the coverage of AATS via online and other media. Work with SebARTS publicity and social media staff on monitoring PR timeline, drafting press releases and calendar notices, identifying feature interview and topic ideas. Knowledge of Word, Excel, Photoshop, strong communication skills, and PR writing a plus. Work accomplished January-May.

**SebARTS Exhibit Take-in, Hospitality, Support** – chair plus 12 workers are responsible for: intake, end of show art pick-up, staffing potential receptions, clean-up, and general support of the SebARTS Preview Exhibit.

**SebARTS 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 split into 3 teams. Team 1 workers install large highway signs. Team 2 manages foliage overgrowth and wayward signs during May. Team 3 manages artist signs and hands out studio signs to artists during the drop-off of artwork on Monday, May 13 for our Preview Exhibit. Work is performed in May/June with one meeting in mid-April, and some tasks are performed on specific dates. Team 1 installs the highway signs the first Saturday in May, and takes them down the day after AATS closes. Team 1 (highway signs) and Team 2 (maintenance team) 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 Artists

**Studio locations must be the studio of one of the participating artists. Guest artists must be a resident of Sonoma County.** AATS allows artists to share their studio location by hosting up to three additional guest artists, for a maximum of four artists per studio location. Applicants can be a guest artist at another studio if they prefer that to showing in their own studio. We are usually able to find space for all studio seekers, but if we cannot, the AATS application fee will be refunded. **If you need a host, contact studio sharing coordinator Beverly Bird ([bvdrio@sonic.net](mailto:bvdrio@sonic.net)) as soon as possible.**

Studio sharing tips are located online at [artatthesource.org](http://artatthesource.org) on the Artist Resource page. [artatthesource.org/resource](http://artatthesource.org/resource)

## Mentoring

An experienced Mentor will be automatically assigned to every new artist. They will work with you to answer questions and help maximize a positive experience with the program. This will include an in-depth studio visit to make sure that your body of work, marketing, and studio presentation are as professional as possible. Communication will continue during the months preceding to address questions as they come up. Second year artists who feel they need more help can request a mentor through Caren Catterall, Mentoring Chair at [cc@carencatterall.com](mailto:cc@carencatterall.com)

## Additional Opportunities to Show Your Work

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

**Optional Artist Demonstrations** provide an opportunity for the public to observe 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 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 Fri, Apr 5, 2024. You will submit a separate online form confirming your demonstration, date, and time. A link to the form will be emailed when the information is required.

## Other Resources

**Networking and Marketing Workshop:** Sat, Feb 24, 2024 in person: 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. The workshop will be recorded and made available online.

**USE THE CHECKLIST AT THE END OF THIS PACKET TO BE SURE YOU HAVE ALL THE NECESSARY INFORMATION, INCLUDING YOUR IMAGES, BEFORE STARTING THE ONLINE APPLICATION.**

**Application deadline is Fri, Dec 1, 2023. Early Bird applications are due by Wed, Nov 15, 2023.**

We encourage application submissions before the deadline.

Email confirmation receipt will be sent by Dec 12 for completed applications. If you do not receive confirmation, contact [openstudios@sebarts.org](mailto:openstudios@sebarts.org).

Acceptance notices for new artists will be emailed by Fri, Dec 12, 2023. If you have not received a notice, contact [openstudios@sebarts.org](mailto:openstudios@sebarts.org).

# 2024 Application Checklist

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

**Cancellation Policy:** The application is a commitment to participate. No refunds for cancellations after Dec 1, 2023.

Questions? Contact [openstudios@sebarts.org](mailto:openstudios@sebarts.org).

## Checklist of Fees:

- Current member of Sebastopol Center for the Arts (required) – no additional fee required with application.  
(Fees starting at \$75. Membership levels and benefits information on SebARTS website. To pay your membership dues, [click here](#).)
- AATS fee \$425. Early bird discount \$400, apply by Nov 15. (PayPal has options to pay in increments and with your credit card if you don't have a PayPal account.)
- Optional in lieu of fee for 10 hours of work - \$250. (Not an option for first year AATS artists.)
- Fee for two full listings in catalog. Requires two applications.

## Required information needed to submit the application

### **NEW ARTISTS, ARTISTS RETURNING with NEW MEDIUM, and ARTISTS RETURNING AFTER ABSENCE OF TWO YEARS OR MORE**

- Five images of your work, one of which shows how it will be displayed for sale.
- A 200-character statement/description for the catalog. Refer to last year's catalog for examples: [Click here](#)
- Attach your artist resume.
- Attach your artist statement.

### **ALL ARTISTS**

- An email address.
- A resale number.
- A website or online gallery.
- A postal mailing list that you will submit by Mon, Feb 26, 2024.
- A professional image of your work for the catalog.
- A 200-character statement/description for the catalog. Refer to last year's catalog for examples: [Click here](#)
- I have read the work descriptions and will select three choices or pay the \$250 fee in lieu of working.
- I agree to return my evaluation questionnaire by Wed, June 12, 2024.
- New artists will automatically be assigned a mentor. Artists with less than two years in the program wanting a mentor must contact Mentoring Chair, Caren Catterall at [cc@carencatterall.com](mailto:cc@carencatterall.com).
- I have read the terms for participation and the cancellation policy. I will sign the agreement online.
- I understand the optional opportunities to show my work listed on page 4 of the program guidelines 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, 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 Studios 2024. I agree to let images of my work be reproduced in the catalog and for promotional and advertising purposes.

## Important Dates

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

<b>Wed, Nov 8</b>	<b>Application Information Meeting</b> for interested and returning artists via Zoom, 6:30pm
<b>Mon, Nov 15</b>	<b>Early Bird Deadline to apply; save \$25!</b>
<b>Thur, Dec 1</b>	<b>Final deadline to apply; no late applications accepted!</b>
<b>Tues, Dec 12</b>	<b>New Artists Notified of Acceptance</b>
<b>Wed, Jan 10</b>	<b>Program Launch Meeting</b> via Zoom, 6pm
<b>Mon, Jan 15</b>	<b>Deadline to submit postal mailing list</b>
<b>Sat, Feb 24</b>	<b>Networking/Marketing Workshop</b> In person at SebARTS, 9am-noon
<b>Mar 18-20</b>	<b>Catalog Proofing for all AATS Artists (online only)</b>
<b>Mar 25-27 only)</b>	<b>Catalog Final Proof (only for artists who needed corrections; online</b>
<b>Fri, Apr 5</b>	<b>Deadline to submit Artist Demonstration information</b>
<b>Tues, May 7</b>	<b>Deliver art for Preview Exhibit; Pick Up Packets and Signs</b> SebARTS Gallery and Auditorium, 282 S. High St, 11am–6pm
<b>Sat, May 11</b>	<b>Preview Exhibit Opening Reception 2-4 pm</b>
<b>May 11-June 9</b>	<b>Preview Exhibit runs at SebArts gallery</b>
<b>June 1-2 &amp; 8-9</b>	<b>ART AT THE SOURCE OPEN STUDIOS TOUR</b>
<b>Mon, June 10</b>	<b>Pickup unsold art from exhibit</b> SebARTS Gallery and Auditorium, 282 S. High St, 11am–6:00pm
<b>Wed, June 12</b>	<b>Deadline to submit mandatory Online Evaluation Form</b>
<b>Wed, June 26</b>	<b>General Wrap-up Meeting for all AATS Artists</b> via Zoom, 6:30pm

### **Steering Committee Meetings**

First Thursday of the month 4-5pm via Zoom (except June)  
AATS artists are welcome to attend  
RSVP to Shaina Williams [shainaw@sebarts.org](mailto:shainaw@sebarts.org)