



## 2017 SVAC SPRING OPEN STUDIOS TOUR APPLICATION

Friday, Saturday & Sunday: April 28, 29 and 30

10am – 5pm

**PRINT, FILL OUT THIS FORM AND RETURN IT WITH YOUR CHECK OR USE PAYPAL**

Artist Name (to appear in brochure): \_\_\_\_\_

Medium (max of 2): \_\_\_\_\_

Studio Address for Brochure: \_\_\_\_\_

City, Zip Code: \_\_\_\_\_

Phone Number for Brochure: \_\_\_\_\_

Email Address: \_\_\_\_\_

Website or Facebook Address: \_\_\_\_\_

### **New to Open Studios for 2017:**

- We will not limit the number of artists this year. However, we will have a strict deadline of December 15<sup>th</sup>, after which registration will be cut-off. This deadline worked well for us last year and allows us plenty of time to have the brochure and other materials completed.
- The participation fee is \$125 per artist. To qualify, your registration package must be complete: this includes the signed application (page 3), and the fee. In order to finalize your application and participate in the Tour, two hi-res photographs are due by Jan 10<sup>th</sup>.
- Everyone must commit to participating on a committee which requires a minimum of a five hour commitment. Committee sign-ups will occur at a general meeting for all participants in **late January or early February**. Failure to fulfill your committee obligation will disqualify you from participation in Open Studios the following year.
- We encourage several artists to participate at a single studio; however it is the responsibility of the artist(s) to come together for this type of arrangement.

# SVAC Open Studio - Requirements for Participation

## I. Cost:

The Open Studio fee is \$125 and you must be or become a SVAC member in good standing and have paid your 2017 dues. If a spouse or studio partner wishes to become a participant in Open Studios, that person must also become an SVAC member.

## II. Payment:

Return this signed application and your check payable to SVAC, postmarked before the December 15<sup>th</sup> deadline:

<b>Please mail check and application to:</b>	<b>Photos by email to:</b>
<b>SVAC, Attn: Open Studios</b>	<b>Cher Norville</b>
<b>PO Box 3761</b>	<a href="mailto:cher@paintingsbycn.com">cher@paintingsbycn.com</a>
<b>Sedona, AZ 86340</b>	<b>Please see Photo Spec in Addendum A</b>

The artist also has the option of using PayPal to pay the fee. Please go to [www.sedonaartistscoalition.org](http://www.sedonaartistscoalition.org) to choose this form of payment.

## III. Tour Requirements:

In order to maintain professionally high standards for the studio tour and in respect for our audience who has an expectation that artists will be in attendance as publicized, all tour artists must agree to be in attendance at their assigned studios for the duration of the tour weekend and agree to the following:

### If I am a host artist:

1. I will not allow any unregistered artists to display in my studio.
2. I will not represent another artist's work for sale in my studio.
3. I agree to open my studio from 10:00 AM to 5:00 PM on all three days of the tour and will be present during those hours.
4. My studio is an actual working studio and I will show visitors my workspace, materials, tools, works-in-progress, and demonstrate my art.

### If I am a guest artist:

1. I agree to be present at my host studio from 10:00 am to 5:00 pm for the three days of the event.
2. I agree to present only the art which I create as stated in my application and understand that it is unacceptable to use the venue to sell anything other than my own artwork and prints of my art.
3. I will present a demonstration of my work and/or works in progress to help educate the visitors on my work processes.

### All Participants:

1. Every artist is required to fill out an Open Studios feedback form that details what we did right, what we could do better and asks for your overall impressions of the event.
2. It includes a question on stating the range of revenue produced by your personal sales, such as \$1,000 - \$1,500. This question must be answered as it is important data to demonstrate our growth for grant purposes. Your specific information is not shared with anyone outside the executive committee.
3. One of the foundations of Open Studios is to provide an educational experience for our visitors, so every artist is required to either demonstrate their work processes or, if this is not possible, to storyboard some of their processes to encourage questions from studio visitors.

#### IV. Licenses and Insurance

- a) Personal Liability Insurance must be provided by the participant to cover possible injury to participants and the general public.
- b) A current Arizona Tax License must be obtained by the participant and all sales tax on sales of art work will be the responsibility of the participant. This license is called a Transaction Privilege Tax (TPT) and is available from the AZ Department of Revenue at <https://www.aztaxes.gov/Home>
- c) For artists showing/selling inside the Sedona city limits, a current City of Sedona Sales Tax License must be obtained by the participant and all City of Sedona sales taxes will be the responsibility of the participant.

#### V. Promotion

The participation (entry) fee covers marketing, including design and printing of the brochure, and other promotional efforts:

- a) **Each artist is responsible for submitting two, high resolution, digital photographs for the *Brochure*. These must be received electronically by January 10th.**
- b) Artists who are sharing studio space must submit their shared studio arrangements in writing as part of their application process. These must be received electronically by January 10th.
- c) A professionally designed email template will be made available for distribution via email to your personal list as well as SVAC's database.
- d) All email addresses collected as a result of this event are considered ***joint property*** and must be submitted to SVAC as a part of each artist's final report.

#### VI. Committee Participation

Every Open Studio's participant must serve on an operating committee to make this a successful event. Participant understands it requires a minimum Five Hour commitment from each artist to help make the event a success. Each committee will have a chairperson who will be managing the team and ensuring that each member participates fully.

#### VII. Sanctions for not Adhering to the Requirements:

- a) Failure to adhere to these detailed requirements will result in a one year ban from participating in any SVAC exhibition or Open Studio Tour.
- b) Please be aware that an SVAC delegate will be visiting all of the studios to ensure compliance with the above outlined rules.

#### Indemnification:

I hereby agree to indemnify and hold harmless the Sedona Visual Artists' Coalition, their Board of Directors, officers, volunteers and all supporting organizations, against any and all claims, demands, damages, fees, costs, and actions of any kind asserted by or on behalf of any third person(s) from my participation in the 2017 Sedona Artists' Studio Tour. I understand that my signature holds me responsible for these guidelines and requirements and that this agreement must be signed for the application to be complete.

---

Artist Signature

---

Date

---

Artist Name (Print)

# ADDENDUM A

## SVAC Open Studios Fee and Key Dates Summary

<b>Fees</b>	
SVAC Member in good standing	\$125
<b>Key Dates</b>	
Package submitted with signed and completed application and fee payment	December 15, 2016
Photos for Brochure Studio and shared studio arrangements submitted	January 10 <sup>th</sup> , 2017

## **2 & 3 DIMENSIONAL ART IMAGE SPECIFICATIONS FOR OPEN STUDIOS:**

**TWO** separate artwork images with the following specifications:

1. Save file as **.jpg**.
2. The file will be at least 1.5 MB
3. Approximately 5x7" at **300 dpi**
4. Must be in focus
5. With solid or non-distracting background
6. These photos are used for publicity and PR, so please name each photo as follows:

**firstname.last name\_title\_medium.jpg**

Example: ***cher.norville\_cathedralrock\_oilpainting.jpg***