



APPLICATION – DUE by JUNE 15, 2009
Mountain Artists Guild brings you the
2nd Annual Quad-City Artists Open Studio Tour

Tour Dates: November 21 & 22 and November 28 & 29, 2009

Dear Artist:

Mountain Artists Guild (MAG) is again honored to sponsor the 2nd Annual Quad-City Artists Open Studio Tour, November 21 & 22 and November 28 & 29, 2009. Last year, there were 52 artists at 24 locations, with additional artists participating at MAG, Prescott College, and The Raven Café. Feedback from the artists participating in 2008 was extremely positive. This is again a juried, self-guided event designed to bring the public to your studio in time for holiday shopping. As a participant in last year's tour, I feel this is a wonderful opportunity to showcase your work and demonstrate your own unique artistic process to the public. If you don't have a studio space set up for visitors and are juried in, you will be paired with a host studio. MAG members will have the option to participate and demo at MAG during the event.

To increase exposure for this year's event, there will be an exhibition of work by juried artists from October 17 to December 23 in MAG's Spotlight Room with an opening reception October 23rd to coincide with 4th Friday.

Your participation in this exciting event does not require you to become a member of Mountain Artists Guild. We only want you to love what you do and hope you will consider joining us in sharing your passion through this open studio tour.

The Open Studio Tour will be heavily publicized and a high public turnout is again expected. Mountain Artists Guild has been a major artist establishment in the Prescott area for 60 years and will draw from its vast experience in promoting all media in the Quad-Cities. Uniting all the visual arts through this event can only continue to help all of us, and together we may truly be able to make the Quad-Cities an art destination.

Mary Schulte
President, Mountain Artists Guild

Definitions and Criteria for participation:

- **Quad-City Artists Open Studio Tour:** is a juried self-guided open studio event, which is devoted to educating the public about the visual arts in the Quad-Cities (Prescott, Prescott Valley, Chino Valley, and Dewey-Humboldt.) It does so by showcasing the art, creative process and working environments of Quad-Cities artists who are juried into the program.
- **Studio:** the place where the artist creates most of their work. It must be located in the Quad-Cities, be clean and safe for the public. It must provide an educational experience for the public. **Commercial storefronts and/or showrooms are not eligible to participate in the Open Studio Tour.**
- **ELIGIBLE ARTWORK**
 1. All work exhibited in your studio must be of professional quality. The Open Studio Tour is intended to be a showcase for original artwork; your art must be consistent with that initially submitted for judging.
 2. A sufficient quantity of work should be gallery ready and available for sale.
 3. Goods/services other than those relating to your artwork may not be for sale and no unrelated manufactured or commercial goods shall be exhibited or sold.

Deadline for Application Submission: Monday, June 15, 2009
Application Acceptance/Rejection Notification: Mailed by July 15, 2009

Note: No late applications will be accepted. Failure to submit all required materials will prevent your participation in the selection process.

Step 1 Artist Information

Name _____

Address _____

City _____ Zip _____

Contact Phone _____ Email _____

Web (optional) _____ Fax (optional) _____

Mailing Address (*if different from above*) _____

City _____ Zip _____

If you are the owner of a host studio, are you able to accept additional participating artists? ____ How many? ____

Are you looking for a host studio to participate in? _____

Requirements? _____

Artists who are not owners of a host studio will be placed in a studio to ensure a diverse mix of media at each studio location.

Step 2 Select a Media Category

Media Category: Check the primary media category in which your work will be juried.

Check **one** media category only:

- | | | | |
|--|--------------------------------------|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> Ceramics | <input type="checkbox"/> Furniture | <input type="checkbox"/> Painting | <input type="checkbox"/> Sculpture |
| <input type="checkbox"/> Digital Art | <input type="checkbox"/> Glass | <input type="checkbox"/> Photography | <input type="checkbox"/> Woodworking |
| <input type="checkbox"/> Drawing/Pastels | <input type="checkbox"/> Jewelry | <input type="checkbox"/> Printmaking | |
| <input type="checkbox"/> Fiber Arts | <input type="checkbox"/> Mixed Media | | |

Jury Process

The Quad-City Artists Open Studio Tour is intended for established and emerging artists who are actively producing high quality work meeting the selection criteria. A panel of three notable jurors, all art professionals from the Quad-Cities, will determine which bodies of work meet the program’s criteria.

Maintaining quality is important to attract proficient artists to the program as well as art patrons.

Please note that the jury process is not a critique and jurors do not provide feedback.

Selection Criteria

Artist identities are undisclosed to jurors throughout the process. There are no quotas determining media or how many artists get selected. The jurors view three images to determine if the body of work submitted meets these criteria:

- The body of work must indicate a consistent technical proficiency with the medium and demonstrate understanding of formal elements of art.
- The body of work must reflect a coherent individual style and originality.
- The demonstrations / education should help the public understand and appreciate your creative process and how you make your art.

It is important that you carefully choose your samples and have professional quality images. Samples submitted should have been created within the last two years and represent artwork visitors will find in your studio. You will submit a description of the processes used to create your work and jurors may refer to this during the selection process.

Step 3 Briefly describe how you make your art, including methods, materials and tools used.

Artist Statement: Information will be made available to jurors but is primarily for our publicity use. (75 max words)

Step 4 Demonstrations/Education: Describe your planned demonstrations. Educating the public in the processes used in your work must be a part of your open studio. **Jurors will use this information as part of the selection process.**

Step 5 Host Studio workspace: Please describe your studio setting and details that will make your studio a popular attraction. If we anticipate a problem with the physical setting, we may need to review it with you before the jury process.

Step 6 Host Studio: All studios must be open from 9AM – 4PM and the artist(s) must be present during all four days of the event.

- Check here if your studio is wheelchair accessible. If yes, a wheelchair symbol will be included with your brochure listing. This is NOT a requirement for participation. To be accessible, doorways must be 36 inches wide and there should not be steps or other obstacles outside or inside the studio.

Step 7 Studio Tour 13-month calendar: To enhance the visibility of artists in our community and the studio tour, this year for the first time we would like to publish a calendar. From the artists who apply to be in the calendar, thirteen juried applicants will be selected, each to be featured for one month of the calendar. Your page will include photos of your work, photo of you at work, along with your bio and artist statement at a cost to you of \$200. We will be printing 1,000 calendars and selling each for \$7. They will be printed and ready for distribution in early September. Each of the thirteen selected artists will receive 5 calendars.

Step 8 Complete the preference list below to volunteer your support for this event

As an important part in cutting costs and making this event a success, we need your help. Volunteer groups are sponsoring this event. We need you to provide at least 4 hours of service.

Indicate your service choice from the following:

- Sponsor Solicitation
- Brochure labeling for mailing
- Poster Distribution
- Whatever is needed

Volunteer your time to make this studio tour a success and pay a reduced participation fee.

Step 9 Open Studio Tour Fees: (please check those fees applicable to this application)

- 1. Application/Jury processing fee: \$15 – non-refundable

- 2. Participation fee: (check one) –
 - a. Host Studio Artist \$200 **\$150 for volunteers**
 - b. Additional artist at a host studio \$75 **\$50 for volunteers**
 - c. Institutional venue \$400

- 3. Calendar fee: \$200

Make checks payable to Mountain Artists Guild or fill in credit card information below for **Visa** or **MasterCard** only.

Credit Card Number: _____ **Exp. Date:** _____

Signature: _____

Step 10 Hold Harmless Agreement: (please read and sign)

I hereby agree to indemnify and hold Mountain Artists Guild, their Board of Directors, officers, employees, agents, volunteers and all supporting organizations, harmless 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 Quad-City Artists Open Studio Tour.

I understand that my signature holds me responsible to abide by these guidelines and requirements.

Signature: _____ Date: _____

Step 11 Checklist: You must include the following items with your application:

- Completed, signed, and legible Open Studio Tour Application.
- CD** with .jpg or .tif images of your work: Label each image file with your name and a number (example: Your Name-1.jpg).
 - o Three to five professional quality images representative of your work. Images must be a minimum 300 dpi and 4" x 6" in size. This is critical in order to include an image for each juried artist in the tour brochure. Jurors will not jury using websites.
- Two or three checks or credit card charges as applicable:
 - o Application/Jury processing fee is non-refundable.
 - o Participation fee will be refunded if you are not accepted.
 - o Calendar fee will be refunded if you are not accepted.

Please mail or deliver your application with all required checklist items by June 15 to:

**Mountain Artists Guild
228 N Alarcon St
Prescott, AZ 86301**

For further information and any questions, please contact Mountain Artists Guild at 928-445-2510 or e-mail to: magart@cableone.net