



5<sup>th</sup> Annual  
**Prescott Area Artists' Studio Tour**  
October 5, 6 and 7, 2012  
10:00 am-4:00 pm

*Dear Artist:*

*Mountain Artists Guild (MAG) is honored to sponsor the 5<sup>th</sup> Annual Prescott Area Artists' Studio Tour. The tour will be October 5, 6 and 7, 2012. Last year we had 50 artists at 25 locations in the Prescott, Chino Valley and Dewey area. There were additional artists participating at the Mountain Artists Guild. Feedback from the participating artists in 2011 was extremely positive.*

*This year's Tour is juried and self-guided, as in past years, which is designed to bring the public to your studio. 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 into the Tour, you will be paired with a host studio. MAG members will have the opportunity to participate and demonstrate their artwork at MAG during the event.*

*To increase exposure for this year's event there will be an exhibition held at MAG during the September 4<sup>th</sup> Friday Art Walk that you will be invited to participate in. 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 Studio Tour will be heavily publicized and a high public turnout is expected. Mountain Artists Guild has been a major artist resource in the Prescott area for 60+ years and will draw from its vast experience in promoting all media in the Prescott area. Uniting all the visual arts through this event can only help all of us, and together we will continue to strive toward making the Prescott area a major arts destination.*

*Pamela Dunmire*  
Pamela Dunmire  
President, Mountain Artists Guild

# Application for the 2012 Prescott Area Artists' Studio Tour

*Early Deadline for submission: Monday, March 5, 2012 (Save \$25)*

*Deadline for submission: Monday, April 2, 2012*

## Definition and Criteria for participation:

- **Artists' Studio Tour:** A juried self-guided open studio event which is devoted to educating the public about the visual arts in the Prescott area. It does so by showcasing the art, creative process and working environments of local artists who are juried into the program.
- **Studio:** The place where the artists create most of their work. It must be located in the Prescott area, 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 Artists' Studio Tour.**
- **Eligible Artwork**
  1. All work exhibited in the artist's studio must be of professional quality. The Artists' Studio Tour is intended to be a showcase for original artwork: the artists work 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.
  4. Only artists juried into the Artists' Studio Tour may exhibit work at the studios.

Deadline for Application Submission: **Monday, April 2, 2012**

Application Acceptance/Rejection Notification: **Mailed by April 23, 2012**

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

## Jury Process

The 2012 Prescott Area Artists' Studio Tour is intended for established and emerging artists who are actively producing high quality work meeting the selection criteria. A panel of jurors, all art professionals from the Prescott area, will determine which bodies of work meet the program's criteria. Please note that the jury process is not a critique and jurors do not provide feedback.

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

All photographs submitted for the jury process, must be **professional quality images**, on a solid color background that showcases your work. Neutral and black are suggested. They will be used to select artists, as well as for promotion of the Tour. If you are unable to take them yourself, please contact Leigh Cosby at [arizonaturtlelegirl@yahoo.com](mailto:arizonaturtlelegirl@yahoo.com), and she will provide the names of professional photographers who are available for hire.

## Selection Process and Criteria

Artist identities are undisclosed to jurors throughout the process. There are no quotas determining media or how many artists are selected. The jurors view three to five 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.

All host studios must be open from 10:00 AM-4:00PM and the artists must be present during all three days of the event.

## ARTIST INFORMATION:

Please **type** your information in the spaces provided. **Please include a digital copy on the disk with your photos. Also print the last page and provide a signature with your credit card information.**

**Name:**

**Address:**

**City/State/Zip:**

**Contact Phone:**

**Email:**

**Website** (optional):

**Fax** (optional):

**Demos Planned:**

No more than 5 words

**Are you a Host Studio?** (Please provide Studio Number if you were a Host in the past.)

**Is Studio Wheelchair Accessible?**

**If not a host, and previously in tour, what studio number were you in?**

**Do you want to remain in the same studio?**

(For non-host participants.)

**Are you looking for a host studio to participate in? Please give 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.

## MEDIA CATEGORY: CHOOSE ONE CATEGORY ONLY-PLACE AN X IN THE BOX

- |  |                                    |                                      |                                      |
|--|------------------------------------|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> Ceramics  | <input type="checkbox"/> Furniture | <input type="checkbox"/> Fiber Arts  | <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"/> Mixed Media |
| <input type="checkbox"/> Painting: Please indicate oil, acrylic, watercolor: |                                    |                                      |                                      |

**Please briefly describe how you make your art, including methods, materials and tools used:**

## HOST STUDIO WORKSPACE

If you are a **new** Host Studio: (If you have previously been a host studio, do not fill in.)

Describe your studio setting 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:

Is your studio 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.

## ARTIST SERVICE

Artists are required to give at least 4 hours of service to the Studio Tour. It takes hundreds of hours to organize, advertise and coordinate this Tour. These hours play an important part in cutting costs and keeping this event running smoothly.

Please indicate your 3 service choices with a 1, 2 or 3, with 1=most preferred. We will do our best to assign you to your most preferred area, however we need to fill all areas and cannot guarantee your area of service.

- |   |   |
|---|---|
| <input type="checkbox"/> Mailings/clerical (anytime year round)           | <input type="checkbox"/> MAG Preview Exhibit: Intake & Installation   |
| <input type="checkbox"/> Promotion at special events (anytime year round) | <input type="checkbox"/> MAG Preview Exhibit: Reception               |
| <input type="checkbox"/> Brochure labeling for mailing                    | <input type="checkbox"/> Brochure/poster distribution                 |
| <input type="checkbox"/> Computer Work: MS Word, Excel, Emailing          | <input type="checkbox"/> Brochure/poster proofreading                 |
| <input type="checkbox"/> Signage: Distribution to Studios                 | <input type="checkbox"/> Advertising with news & radio (paid & free)  |
| <input type="checkbox"/> Sponsor/Advertiser Solicitation                  | <input type="checkbox"/> Raffle: Ticket distribution/money collection |
| <input type="checkbox"/> Post Tour Party & Post Tour Surveys              | <input type="checkbox"/> Media: Advertising with news & radio         |
| <input type="checkbox"/> Whatever is needed                               |   |

**2012 STUDIO TOUR FEES: Please print this page and include with your disk and credit card signature**

**Application/Jury processing fee:**

If you have been juried into any of the four previous tours, you are automatically juried in and this fee is waived, as long as you meet the quality and photographic standards. If you are applying into a different media category, you will be re-juried in under the new media and will be required to pay the \$15 jury fee.

**All artists must submit new photos with their application even if they are automatically juried in.**

\$15 (non refundable)

\$0 (see criteria for waived fee on left)

**Participation Fee:**

If you submit your application **on or before Monday, March 5th**, your participation fee is reduced to \$125.

\$150 (due by April 2)

\$125 (if submitted before March 5)

**Art Center Fee:** Does not apply to Studios and Artists

\$400

*Also note that if you are placed in a host studio, you may also be asked to share in the expense for refreshments, etc. All artists will be asked to provide food for the MAG Preview Exhibition.*

Make checks payable to Prescott Area Artists' Studio Tour or fill in credit card information below for **Visa or MasterCard only.**

**Credit Card Number:**

**Expiration Date:**

**Signature:**

**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 2012 Prescott Area Artists' Studio Tour.

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

**Signature:**

**Date:**

**ARTIST CHECKLIST: You Must Include the Following Items with your application**

**Artists' Studio Tour Application:** Completed, signed, and legible (typed)

**Please include a digital copy of this application on the disk with your photos. Print Page 5 and include with your signature for credit card information.**

**Photos of Your Work:** 3-5 jpgs or tif images labeled with your Name and Number: Name-1.jpg.

- On a disk please provide, three to five (no more) professional quality images, representative of your work, with your Application. Minimum 300 dpi and 4 x 6 in size. Jurors will not jury using websites. Failure to provide these will result in not being accepted into the Tour.

**Two Checks or Credit Card Charges:**

- Application/Jury processing fee is non-refundable
- Participation fee will be refunded if you are not accepted.

Please deliver or mail your application, images and all required checklist items **by April 2nd** to: **Mountain Artists Guild, 228 N. Alarcon St., Prescott, AZ 86301.** For further information and any questions please call Barb Wills at 928-445-2796 or email to wills.barb@yahoo.com.