

### **What is the Open Studios Art Tour?**

The Cultural Council of Santa Cruz County's Open Studios is a self-guided tour of artists' studios that takes place during the first three weekends of October in Santa Cruz County. The Open Studios Art Tour showcases fine art and fine craft in a broad range of media and styles.

The event contributes to public awareness about the quality and diversity of art created in our community and offers visitors opportunities to see and purchase a wider range of original work by individual artists than at any other venue.

The Open Studios Art Tour fosters an interest in and a greater understanding of the artistic process and provides the public with a unique opportunity to enter the world of the visual artist and experience how, why and where art is created. The event provides artists with an opportunity to show a major body of original artwork that reflects a personal style and vision and technical proficiency with their medium.

Because of the increasing number of applicants, screening is very competitive and there is strict enforcement of the guidelines. Participation in the Open Studios Art Tour is intended for PROFESSIONAL ARTISTS who are actively producing and exhibiting their work.

### **Who runs Open Studios?**

The Cultural Council of Santa Cruz County (CCSCC) produces the Open Studios Art Tour. The CCSCC leads and advances the Arts by providing funding, advocacy and support to artists and arts organizations.

### **Do I have to participate all three weekends?**

No. The Open Studios Art Tour takes place the first three weekends of October, but the first two weekends are split between the North and South county, alternating year to year as to which goes first. The third weekend is an optional county-wide Encore weekend.

### **What is the dividing line between North & South County?**

Open Studios is split into two touring regions, North County and South County, along a dividing line located near the Santa Cruz Yacht Harbor (7<sup>th</sup> Avenue):

- **NORTH County** includes the city of Santa Cruz, Scotts Valley, Felton, Ben Lomond, Brookdale, Boulder Creek, Davenport, & Bonny Doon;
- **SOUTH County** includes Live Oak, Capitola, Soquel, Aptos, Rio del Mar, La Selva Beach, Freedom, Corralitos & Watsonville.

### **What is Encore Weekend?**

Encore Weekend, which is optional but encouraged, encompasses the entire county. Special note is made at the preview exhibit and in the Artist Guide/Calendar regarding artists who are participating in the encore weekend.

Encore is an opportunity for visitors to attend more studios and to revisit studios to purchase work seen previously. Many Open Studios artists have experienced strong sales and quality contacts by participating in the Encore weekend.

On average, 75% of artists choose to participate in the Encore weekend.

### **Where can I get help with my application?**

There are multiple Assistance Workshops held during the application timeframe. Please check dates, times and location on the Application Guidelines or on the CCSCC website, [www.ccsc.org](http://www.ccsc.org).

## **Can I mail my application in?**

NO. Completed applications will be accepted ONLY in person, on dates specified in the application. Applications arriving BEFORE or AFTER the deadline can not be accepted and will be returned. Applications must be delivered in person at the Cultural Council office, 2400 Chanticleer Ave., Suite G, Santa Cruz, 95062. Applications may be delivered by someone other than the artist. This person should be able to fill in any missing information if necessary.

## **Why are there two separate checks for Open Studio Fees?**

Your Application Processing Fee is non-refundable. Your Participation Fee check will be cashed upon acceptance into Open Studios, in mid-to-late June. Artists who are not accepted will have their Participation Fee check returned with their application materials.

## **What constitutes residency?**

**Residency** – All participating artists must reside in Santa Cruz County for a minimum of 1 year, with proof of residence available. Proof of residency may be a current driver's license, California ID card or voter registration listing showing a Santa Cruz County address.

## **My studio is remote and/or is not easily accessible. What do I do?**

In cases of extremely remote or inaccessible locations, difficult roads or unpopulated areas, you may request that you be allowed to host another artist or to be hosted by another artist. Each artist must submit a separate application and is expected to show his/her process during the event – including materials, tools, equipment, works-in-progress and visual aids. If the hosting artist is not accepted, the Cultural Council will work with the accepted artist to secure a host studio.

## **What if I work with another artist? Can we enter together on one application?**

Artists who collaborate can apply together only if all of the work they show is collaborative.

## **Can I show other artists' work in my studio? What if my studio is in a building with other studios?**

Artists must agree not to exhibit, sell, or host non-participating artists in the space over which they have interest or control. Artists working in "cluster studios" should encourage their fellow artists to officially participate in Open Studios. Artists who are not officially participating in Open Studios are asked not to present themselves in any way as Open Studios artists.

## **What about showing and selling reproductions of my work in Open Studios?**

A "reproduction" is defined as a copy of original art. Reproductions may be included in your Open Studios display, with the following requirements:

- Only 20% of an artist's Open Studios DISPLAY SPACE can be allocated to reproductions.
- Original work should be prominent and should be seen first as visitors enter the studio area.
- Reproductions must be separated from the main body of original work and clearly labeled as reproductions.
- An explanation of the reproduction process, in language that can be understood by the general public, should be posted near the presentation of any reproduction to educate the public.

## **Can I sell reproductions of my work?**

Yes. A "reproduction" is defined as a copy of original art. It is the artist's responsibility to help the public understand their art and the various types of reproductions and to assist the public in appreciating the uniqueness and value of original art. Restrictions on reproductions have been established to further this objective.

## **I paint in both Oil and Acrylic – Can I show both in the Painting Screening Category?**

Yes, you can submit a combination of paintings in both oil & acrylic in the Painting screening category. If you use only Watercolor or Pastel, you should submit in those specific screening categories.

## **Can I show all my work during Open Studios, or only what I selected for my screening category?**

Artists are allowed to show other media and styles during Open Studios provided the quality of work is equivalent to the work submitted for screening.

## **The application says that I'm required to show my process - How do I do that?**

The studio experience and showing your process are fundamental to the concept of Open Studios.

Actual demonstration and works in process are ideal ways to share your process with your visitors. If your process is dangerous or very complex, storyboards or visual aids could be displayed.

## **How is "Screening" different from "Jurying"?**

*Screened Acceptance:* A panel consisting of a mix of artists (representing various mediums) and arts-minded people, use a detailed score sheet/process to evaluate an artist's work in as unbiased a process as possible. The scoring system used during Open Studios screening is based on the screening criteria (see Guidelines).

*Juried Acceptance:* A jury panel, consisting of 1 or more named jurists, reviews submissions and makes decisions based on their own experience, discriminations, and influences.

## **How is my work screened?**

Your work will be screened *primarily* by review of the artwork images submitted. Assume that the panel reviewing your anonymous images will have no prior knowledge of your work and thus are basing their scores on what they see in these images.

All of your artwork and studio images will be projected and viewed by the Open Studios Committee; your short statement about your work will be read aloud while your images are being projected. Scores are assigned in the following screening criteria and artists are accepted based on their total scores.

- Technical Proficiency (45%) - The work demonstrates technical proficiency in selected medium;
- Consistent Body of Work (45%) - The body of work should look like it was created by the same artist, reflecting their personal voice;
- Screening Materials (10%) – Studio and Process images are supplied as per the application requirements, and the screening images are of high quality.

## **Who is the selection committee?**

Screening is done by members of the Cultural Council's Open Studios Committee. The Open Studios Committee includes local artists, Cultural Council Board members and interested community members. The Chair of the Open Studios Committee is a Board member selected by the Cultural Council Board President. Nominations to the committee are submitted by Board, staff, and Committee members. Open Studios Committee members can serve a maximum of four years.

The Open Studios committee oversees/reviews general Open Studios policies and procedures and provides oversight and makes recommendations on the community impact of the Open Studios Art Tour. The committee also serves as the panel for Open Studios Art Tour artist selection. The committee assists in supporting program needs and evaluation, and ensures the selection process is conducted fairly and according to the Open Studios Art Tour Program objectives and Cultural Council's mission.

## **How do I decide which images to submit?**

Please consider the following when making your selections:

- Are your images of six different original works of art? Only one optional (7<sup>th</sup>) detail image is allowed.
- Do your images reflect a consistent body of work, with a similarity in style, theme or visual language?
- Do your images represent technical proficiency, and is it consistent across all of the images?
- Does your work look as though the same person created it all?
- Are the finished pieces unique works of art, reflecting originality and individuality?
- Do these images represent work created in the last three years?
- Is the quality of the digital images good? Do the images have “true” color and are not washed out?
- Have the images been shot in a professional manner? If they contain distracting elements such as fingers, walls, barbeques, weeds, car parts, etc., we recommend that you invest in professional images of your work.

## **What are the Studio Images used for?**

The studio images support the application and WILL be viewed during screening. Artists are asked to provide accurate and complete images of the following:

Image #1 is your working studio space before it's all cleaned up for the public.

Image #2 shows how you demonstrate your process to the public - storyboards, works in progress, etc.

## **If I use a MAC, how do I format a CD for a PC?**

You don't need to do any special formatting of your CD. A PC will read the images from the MAC CD as long as they have the correct extensions on the name (eg .jpg or .tif) It is always a good idea to check them out on a PC. Go to the Library, Kinko's or find a PC friend.

## **Why do I have to save my catalog image as a CMYK TIFF file?**

This is the format that is preferred by our catalog printer. Be sure to view the file after saving in CMYK; colors can change a bit.

## **Why do the screening images have to be JPEG files and limited to 300 dpi?**

This file type and size allows your images to load quickly and with good quality on the digital projection system at the CCSCC office.

## **Don't I lose data/file definition saving in .jpg format?**

While saving in a .jpg format is considered a “lossy” method (its algorithms compress the data), a one-time save as a .jpg doesn't affect the clarity and detail of the image. If you alter the file and save repeatedly using the same file name, after 6 or 7 repeated saves you will visually start to notice degradation in the image. It is recommended that you work in your native file format uncompressed, and when the image is finalized, save as a .jpg.

## **Aren't there visual differences when viewing the same image on a MAC vs a PC?**

Yes, Typically the same image viewed on a MAC will appear substantially lighter than when viewed on a PC. It's always a good idea to preview your images on a PC before submitting your work.

## **I'm having problems fitting my images into the boxes provided on the Thumbnail template sheet. Any suggestions?**

The template sheet helps us to perform our initial application package review when you submit your application and provides the screening committee with information that might be needed during screening (dimensions and medium of artwork being screened). ***If you can't easily use our Thumbnail template, create your own.*** However, make sure your version has thumbnails of your artwork and studio images as well as the required information - dimensions, medium and year created - for your artwork images.

## **Is it okay to digitally enhance my images?**

Your images should reflect the artwork you have created. It is OK to work on your images digitally (i.e. crop them to remove framing, mat board, clutter not in the image itself), with the following caveat: If you perform any image sharpening, color modifications, etc., the results should appear identical to your original art.