

## **FAQs (Frequently Asked Questions) about Application to Open Studios**

### **What is Open Studios?**

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 is an opportunity for artists 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.

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

Application Assistance Workshops: Please check dates, times and location on the Guidelines.

### **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., Ste. G, Santa Cruz. Applications may be delivered by someone other than the artist. This person should be able to fill in any missing information if necessary.

### **Why have the fees been raised for the 2009 tour?**

Open Studios Art Tour fees are reviewed by the Open Studios Committee every three years. Fees were last increased in 2006, prior to that in 2003, and prior to that in 2000. Every effort was made to make this year's increase as minimal as possible while taking into account the cost of living increases that have taken place during the past three years.

### **Why 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. Artists who are not accepted will have their Participation Fee check returned with their application materials.

### **What is 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. Encore participants will be clearly identified with symbols in both the catalog and map.

### **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.

### **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 Santa Cruz (those within the city limits), Scotts Valley, Felton, Ben Lomond, Brookdale, Boulder Creek, Davenport, & Bonny Doon.

**SOUTH County** includes Santa Cruz (those areas outside city limits - Live Oak), Capitola, Soquel, Aptos, Rio del Mar, La Selva Beach, Freedom, Corralitos & Watsonville.

### **How do I show my process?**

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.

### **Can I show my other work during Open Studios?**

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.

### **My studio is not easily accessible. What do I do?**

In cases of extremely remote locations, difficult roads, etc., an Open Studios artist may pursue being hosted by another Open Studios 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.

### **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.

### **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.

### **How is “Screening” different from “Jurying”?**

*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.

*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 OS, is based on the screening criteria (See Guidelines).

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

Your work will be screened *primarily* by review of the ten 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 ten images.

### **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 is what the public will see when they visit your open studio – your work on display.

Image #3 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 (i.e., .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 .tif 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 should the ten screening images .jpg files at 72 dpi?**

The monitor projects at 72 dpi and the file size for these images (8" maximum in any direction) allows for quick file loading and viewing.

**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 uncompresses, 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 purpose of the template sheet is to help us to perform our initial application package review when you submit your application and to provide information that might be needed during screening (dimensions and medium of artwork being screened). If you can't easily use the template, create your own. However, make sure your version has thumbnails of your ten screening images as well as the required information (Dimensions, medium and year created) and thumbnails of your three required studio shots.

**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 removed 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.