

South County – Saturday & Sunday, **October 2 & 3**
North County – Saturday & Sunday, **October 9 & 10**
Encore Weekend – Saturday & Sunday, **October 16 & 17**

New Hours! Studios open **10am-5pm**

Deadline: Applications will be accepted from **10am – 5pm, Saturday-Monday, April 24th-26th only!**

Questions?

If you still have questions regarding the application process after reading these guidelines, please read our online Frequently Asked Questions (FAQs) *before* contacting us: www.ccscc.org/open-studios

Need More Help?

Application/Digital Assistance Workshops – CCSCC will offer four workshops to answer questions regarding the application process and the preparation of the required JPEG and TIFF digital image files. No appointment needed.

- Monday, March 1, 6:30pm-7:30pm
- Wednesday, March 3, 6:30pm-7:30pm
- Tuesday, March 9, 6:30pm-7:30pm
- Thursday, March 11, 6:30pm-7:30pm

If you wish to see your screening images projected as the screening committee will see them, there will be 30 minutes allotted after the workshop to do so. *Note: This is not a screening process!*

All workshops to be held at the CCSCC Office, 2400 Chanticleer Avenue, Suite G, Santa Cruz, 95062; (831) 475-9600.

Application Disc Preparation Assistance (New this year!) – A limited number of 30-minute appointments will be available with Open Studios committee members who will prepare your CDs and thumbnail sheets from your digital files, while you wait. There is a \$30 service fee, which will be donated to the Cultural Council.

- Saturday, March 20, between 10am and 2pm
- Saturday, April 10, between 10am and 2pm

Please contact Ann Ostermann at the Cultural Council to make an appointment: (831) 475-9600 x17 or events@ccscc.org. Appointments will be made on a first-come, first-served basis.

Eligibility Requirements

Residency - All participating artists must reside in Santa Cruz County with proof of residency available if requested.

Eligible Art Forms - During Open Studios, you must exhibit a body of work of at least 15 pieces of original art, created within the last three years, in one or more of the following categories:

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| <i>Basketry</i> | <i>Drawing</i> | <i>Glass</i> | <i>Mosaic work</i> | <i>Photography</i> | <i>Woodwork</i> |
| <i>Book Arts</i> | <i>Encaustic</i> | <i>Gourd Art</i> | <i>Painting</i> | <i>Printmaking</i> | <i>2D Mixed Media/Other</i> |
| <i>Ceramics</i> | <i>Fiber Arts/Textiles</i> | <i>Jewelry</i> | <i>Paper Arts</i> | <i>Sculpture</i> | <i>3D Mixed Media/Other</i> |
| <i>Digital Art</i> | <i>Furniture</i> | <i>Metal work</i> | <i>Pastels</i> | <i>Watercolor</i> | |

Studio Eligibility – An Open Studios site is defined as the artist’s regular workspace and must retain the atmosphere of art-making, with materials, equipment, work-in-progress and processes visible.

- Any space procured solely for the purpose of participating in Open Studios is NOT eligible.

- Commercial spaces converted temporarily into a “studio” for the purpose of participating in Open Studios are NOT eligible.
- Retail galleries are NOT eligible for this event.
- Artists for whom 3 or more of the characteristics below are true are NOT eligible for Open Studios:
 - Commercial or retail location
 - Retail signage
 - Employees and/or paid apprentices
 - Majority of retail business is by “drop in” rather than appointment
 - Posted business hours throughout the year (radio ads, website, place of business, listing in Yellow Pages and/or business section of phone book)

Hosting – 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.

Encore Weekend

Encore weekend is the third weekend of Open Studios, and participation is county-wide but optional. Encore is an opportunity for visitors to attend more studios and to revisit studios to purchase work seen previously. Encore participants will be clearly identified with symbols in both the calendar and map in the Artist Guide/Calendar, and in the Preview Exhibit.

Application Materials

1) Application Form

- Each participating artist is required to adhere to the Participation Agreement to be signed as part of the Application; please carefully read each provision in that agreement.

2) Fees - There are two fees; make checks payable to CCSCC.

- The **\$30 Application Fee** is cashed immediately and is non-refundable.
- The **\$225 Participation Fee** is cashed upon notification of acceptance into Open Studios in mid-to-late June.

3) CD: Artist Guide/Calendar Image – This image of your artwork will appear in the calendar section of the Artist Guide/Calendar.

- Label this CD with your name and “OS2010 Artist Guide/Calendar.”
- Place the CD and optional color print into an envelope that is labeled with your name and “For Artist Guide/Calendar.”
- This CD should contain only the following:
 - a) **One artwork image**, which may be a duplicate of one of the images submitted for screening, but need not be. The work depicted must have been created within the last three years and must be representative of the work that visitors will see in the studio. The image cannot show a model for jewelry or wearable art. The artist must agree that the image can be used for promotion of the event.
 - Filename - YourName.tif (e.g., JohnDoe.tif)
 - Filetype - TIFF (.tif) in CMYK format (do NOT save in RGB)
 - Image Resolution & Size - 300 dpi, maximum of 2.5” in either direction
 - Select ‘US Sheetfed Coated V2’ profile when converting image from RGB to CMYK.
 - b) **Optional color print** - Provide a small color print of your Artist Guide/Calendar image showing the correct color. The printer *may* use this image for color reference at press check.

- 4) **CD : Screening Images** – These images of your artwork and studio will be used by the Open Studios committee when screening work for acceptance.
- Label your CD with your name and “OS2010 Screening CD.”
 - This CD should contain only the following:
 - a) **Six artwork images**, each of a different original piece of artwork created within the last three years.
 - Filenames: ABC-01.jpg through ABC-06.jpg, substituting your three initials for ABC (e.g., JMD-01.jpg through JMD-06.jpg for John Michael Doe); please substitute the second letter of your first name if you have no middle initial.
 - Filetype: JPEG (.jpg)
 - Image Resolution & Size: Maximum 300 dpi, maximum 800 pixels in either direction.
 - b) **An optional detail image** of one of your screening images, if you believe it would enhance the committee’s ability to assess your artwork.
 - Filename: ABC-07.jpg, as in 4)a
 - Filetype: JPEG (.jpg)
 - Image Resolution & Size: Maximum 300 dpi, maximum 800 pixels in any direction.
 - c) **Two studio images**, one showing your working studio and one showing how you will share your process with the public.
 - Filenames: ABCstudio-01.jpg is your working studio and ABCstudio-02.jpg is your process photo, as in 4)a
 - Filetype: JPEG (.jpg)
 - Image Resolution & Size: Maximum 300 dpi, maximum 800 pixels in any direction.
- 5) **Printed Thumbnail Sheet** of your Screening images – For reference purposes during screening.
- Use the template provided on the CCSCC website, www.ccsc.org/open-studios OR create your own document following the same format.
- 6) **Optional Photos of You at Work** - These may be used in press packets, articles and publicity.
- Filename: OS2010YourName-01, OS2010YourName-02, and so on.
 - Filetype: TIFF (.tif), OR JPEG (.jpg)
 - Image Size: TIFF, minimum 5” in either direction OR JPEG, minimum 8” in either direction.
 - Image Resolution: Minimum 300 dpi
 - Label this CD with your name and “OS2010 Promo CD.”
- 7) **Map of Studio Location** - Submit an 8.5" x 11" map showing studio location.
- Returning applicants may photocopy previous Artist Guide/Calendar map showing studio site. New applicants may photocopy a portion of a regular street map of the area or submit a hand-drawn map.
 - Be accurate! If any roads near your studio are inaccessible or closed, indicate this on the map.
 - Put a red dot at the studio location and circle it in red.
 - Write your name, phone number and studio address on the front of your map.
- 8) **Brief Artist’s Bio** - This information may be used in press packets, articles and publicity. The bio is *not* part of the screening criteria, but is required for the application process.
- 9) **Envelope** - Enclose all the above materials in a 9x12 self-addressed stamped envelope, with adequate postage.

Application Delivery

Bring completed application to CCSCC, 2400 Chanticleer Avenue, Suite G, Santa Cruz, 95062; (831) 475-9600.

- Applications must be delivered in person to the Cultural Council office during the drop-off times. **No mail-in, early or late applications will be accepted.**

- If someone other than the artist delivers the application, he/she should be prepared to complete any missing information.
- At drop-off, all applications are reviewed by Open Studios Committee members for completeness and eligibility. The final deadline applies regardless of problems discovered during the drop-off review.

Screening Process

Your artwork and studio images will be projected and viewed by the Open Studios Committee; your short statement about your work (Application Step 9) will be read aloud while your images are being projected. Scores are assigned in the following categories 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 looks 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.

Notification of Acceptance

In mid-June, artists will be notified by mail regarding their acceptance into the Open Studios Art Tour. Please do not call the Cultural Council office to inquire about acceptance.

Once Accepted into Open Studios...

Open Studios Preparation Workshop - First-year Open Studios participants are **required** to attend this workshop, which will be held in late July. Information about the workshop (date/time/place) will be mailed with your acceptance packet. At this workshop we will review guidelines and discuss such topics as displaying your art, establishing your pricing, promoting and selling your work, ways to show your process, sources for art and display materials, and so on.

Preview Exhibit - An exhibit of original work by all Open Studios artists will be held at the Santa Cruz Art League. The exhibit opens the Saturday prior to Open Studios and remains open through the last Sunday of Open Studios. Each artist submits one work created within the last three years.

- Artwork must be similar to the work submitted for screening.
- Artwork must be representative of the work visitors will see at your studio.
- **Wall-Hung Work:** Size limit is **30"** maximum height and width, including mat and frame.
- **3D work:** Size limit is **36"** high x **24"** wide x **24"** deep, including the base; weight not to exceed 50 lbs. If you are providing a pedestal for your work, it must be white and no larger than **36"** high, **24"** square.
- Sales of Preview Exhibit pieces will be handled by the Santa Cruz Art League with a sales commission of 30% paid to the Santa Cruz Art League.

Service Hours - Participating artists are required to perform up to 4 hours of service to the CCSCC. Volunteer jobs take place between June and December. Artists will be contacted by phone or e-mail to arrange their volunteer time. Note your preferred service tasks on the application.

Artist Survey – Participating artists are required to fill out and submit an after-event Artist Survey with information regarding their sales dollars and the number and makeup of their clientele. All information is anonymous and confidential and is used to assess the economic and cultural impact of the Open Studios Art Tour in Santa Cruz County.

Cultural Council of Santa Cruz County 2400 Chanticleer Avenue, Suite G, Santa Cruz, CA 95062

Open Studios and Outreach Manager, Ann Ostermann: (831) 475-9600, extension 17; e-mail events@ccscc.org

Statement of Non-Discrimination: The Cultural Council of Santa Cruz County is committed to providing services and making resources available to every member of Santa Cruz County without regard to race, color, creed, religion, age, gender, sexual orientation, military status, marital status, political opinion, national origin, familial status, mental and physical disability, gender identity, source of income or disability status.