



# 2011 Open Studios Art Tour

*"Self-guided tours of private studios from the redwoods to the sea."*

*Always the first three weekends in October!*

## *When*

North County studios open the first weekend, October 1<sup>st</sup> & 2<sup>nd</sup>, 11 am to 5 pm

South County studios open the second weekend, October 8<sup>th</sup> & 9<sup>th</sup>, 11 am to 5 pm

Encore studios open the third weekend, October 15<sup>th</sup> & 16<sup>th</sup>, 11 am to 5 pm

## *Who*

Nearly 300 established and emerging artists open their private studios to the public for this self-guided tour across the county. Thousands of people will visit them, generating more than \$1 million in sales revenue for Santa Cruz County's local economy.

## *Why*

The Cultural Council began the Open Studios Art Tour 26 years ago to assist professional local artists to market their work while providing art enthusiasts with an opportunity to see the creative process at work and experience first-hand the creative diversity of our community.

## More about the Open Studios Art Tour

### *Preview Exhibit*

A Preview Exhibit and Reception launches the event in September. In 2011 that date is Sunday, September 25<sup>th</sup> from 3:00 p.m. until 6:00 p.m. at the Santa Cruz Art League, 526 Broadway in Santa Cruz. Details about the reception, how to get there, parking and other information will appear on our website in September: [www.ccscssc.org](http://www.ccscssc.org)

### *Exhibit*

### *How it works*

The Open Studios Artist Guide/Calendar goes on sale each September in local businesses, on our website, and at the Cultural Council's office. It contains everything visitors need to identify the studios they want to visit, including a map to get there. Many people form groups and meet for breakfast to plan their visits and where they'll stop for lunch and dinner. After the event, this beautifully printed 15-month calendar serves as a reminder of the art-filled Fall weekends.

The money raised from the sale of the Artist Guide/Calendar supports next year's Open Studios Art Tour printing, advertising and marketing efforts, arts in the schools, and grants to local artists and arts organizations.

For more information about the Open Studios Art Tour or any of the Cultural Council's other programs or initiatives, please contact the Cultural Council at 831-475-9600 or visit our website: [www.ccscssc.org](http://www.ccscssc.org)