

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.

What does the Open Studios committee do?

The Open Studios Committee oversees, reviews and updates general Open Studios Art Tour procedures and ensures that the tour reflects the Cultural Council of Santa Cruz County's mission and Open Studios Art Tour objectives. They make recommendations of policy changes to the Board of Directors when necessary. Membership on the committee is limited to a four year term.

Can I apply in person or mail my application in?

No. Open Studios Art Tour applications are accepted online ONLY.

Applications will be available starting **Wednesday, February 1, 2012** at www.zapplication.org.

Applications **will be accepted through midnight, Monday, April 30th**.

What are the costs for Open Studios?

\$40 Application Fee (fee is due at time of application). Pay online or pay by check. Payment must be received no later than Monday, April 30, 2012.

\$240 Participation Fee (fee will be invoiced after acceptance into Open Studios). Pay by check. Payment must be received by Friday, June 15, 2012.

Are there steps I should take prior to starting the online application?

We recommend you prepare the following information before starting your online session:

- A description of Materials & Techniques relating to the artwork submitted for jurying (maximum of 750 characters). This will be read by the jurors when they jury your images. *We recommend that you have this statement written out ahead of time. You can copy and paste it into the application.*
- Description for the Artists Alphabetically listing (maximum of 40 characters)

What are the steps I have to go through on ZAPP®?

The first thing you have to do is register. Go to www.zapplication.org and click on [New Users Register Here](#). You will be asked to sign a Terms & Conditions agreement; once signed, you will be directed to the registration page. Fill in your information and submit your FREE registration!

Once you have registered you will receive a confirmation e-mail that sums up the next three steps:

- 1) Manage your images*
- 2) Apply to Shows: We are listed as "Open Studios Art Tour (Santa Cruz County) 2012" **
- 3) Checkout
- 4) Upload your Artist Guide/Calendar Tiff to the holding site.

* ZAPP® has a video tutorial for managing your images, as well as a printed version that lists all the steps for managing your images.

** ZAPP® has a great step-by-step section in the help menu called Applying to Art Shows, Festivals and Fairs. You might want to read that section *before* you start filling in your application.

How many images will I have to upload for the application?

You will need to upload seven (7) images of artwork created in the last three (3) years; no studio image is required this year.

Do I have to mail or drop off an envelope with my Calendar tiff, map and artist bio?

No! This year you will upload your Artist Guide/Calendar tiff to a holding site: <http://comprinters.com/CCSCC>. *No hard copy disc is required.*

We will pin the map using the studio address listed on your application. Artists will have an opportunity to review studio placement on the map before the Artist Guide/Calendar goes to print. *No hard copy map is required.*

We will collect artist biographies, resumes and stories after acceptance into Open Studios. *No hard copy bio or resume is required.*

How do I decide which images to submit?

Please consider the following when making your selections:

- Are your images of seven different original works of art?
- 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 and do they accurately represent your original artwork?
- Have the images been shot in a professional manner? If they contain distracting elements such as fingers, walls, barbecues, weeds, car parts, etc., we recommend that you invest in professional images of your work.

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 (e.g. 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.

Do I have to save my catalog image in CMYK?

No; however, this is the preferred format as it prevents colors from shifting during image upload at the printers. If you don't have a CMYK setting, RGB is allowed. Artists will have an opportunity to see their catalog image and make adjustments to color if needed prior to the Artist Guide/Calendar being sent to print.

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 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 is the dividing line for 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 (7th 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 constitutes residency?

Residency – All participating artists must reside in Santa Cruz County at the time of application, with proof of residency available upon request. 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?

The intention of the Open Studios Art Tour is to bring the public into artists' working studios. However, in cases of remote or inaccessible locations, an artist may request to be hosted at another artist's location, or may request that they be allowed to host up to two artists at their location. 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. For more information regarding hosting, please contact Ann Ostermann at 831/475-9600 x17.

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 to not 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 for sale may be included in your Open Studios display, with the following restrictions:

- Only 20% of an artist's Open Studios **DISPLAY SPACE** may 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 must be posted near the presentation of any reproduction(s). This explanation should serve to educate the public about the distinction between original art and reproductions (e.g. "These are giclée prints (copies) of my oil paintings, printed using archival inks and paper on an inkjet printer").

I'm a Painter, which category would be best for my work?

Painting is most often our largest screening category, so we have sub-divided it to facilitate the screening process:

- 2D Mixed Media/Other: Select this category if you are combining more than one medium in your paintings, especially if your paintings include dimensional media such as fibers, papers, found objects and such.
- Painting: If you select this category, your images can be a combination of works in different painting media, but must still represent a cohesive body of work.
- Watercolor: Select this category if all of your screening images are created using Watercolor *only*.

Can I show all my work during Open Studios, or only what I selected for jurying?

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

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

Showing your process and your studio set-up is fundamental to the concept of Open Studios.

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