

South County – Saturday & Sunday, **October 6th & 7th**
North County – Saturday & Sunday, **October 13th & 14th**
Encore Weekend – Saturday & Sunday, **October 20th & 21st**

Studios open **11am-5pm** (*Artists can open early and/or close later than posted hours*)

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

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/index.php/open-studios.html

Need More Help?

FREE Application Assistance workshops – CCSCC will offer four workshops to answer questions regarding the online application process and the preparation of the required jpeg and tiff files. **No appointment needed.**

- Thursday, February 23rd, 6:30pm-7:30pm, Cultural Council office
- Saturday, March 3rd, 11:00am – 12:00pm, Cultural Council office
- Thursday, March 22nd, 6:30pm-7:30pm, Cultural Council office
- Thursday, April 12th, 6:30pm-7:30pm, Cultural Council office

\$25 Digital Image Preparation appointments – A limited number of 1-hour appointments will be offered. We will prepare your seven application jpegs and the Artist Guide/Calendar tiff from your digital files while you wait. IF you have registered on ZAPP[®] prior to the appointment, we will upload your images to ZAPP[®] for you. *The \$25 service fee will be donated to the Cultural Council.*

- Saturday, March 24th, 10:00am, 11:00am, 12:00pm & 1:00pm
- Saturday, April 14th, 10:00am, 11:00am, 12:00pm & 1:00pm
- Saturday, April 21st, 10:00am, 11:00am, 12:00pm & 1:00pm
- Saturday, April 28th, 10:00am, 11:00am, 12:00pm & 1:00pm

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

Eligibility Requirements

Residency - All participating artists must reside in Santa Cruz County at the time of application 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:

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

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.
- 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 – 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.

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) Open Studios application on Zapplication

- Applications for the 2012 Open Studios Art Tour must be submitted online through ZAPP®. Go to www.zapplication.org to set up your free artist profile.
- Once registered, select the events tab and search for the application.
 - a) Our application is listed as “Open Studios Art Tour (Santa Cruz County) 2012”
 - You will be required to upload seven jpegs of original art created in the last three years.
 - *No studio shot is required this year.*

2) Payment of Fees - There are two fees; Fees will be accepted online through ZAPP® or by check.

- The **\$40 Application Fee** (non-refundable) will be processed at the time of application.
- The **\$240 Participation Fee** will be invoiced upon notification of acceptance into Open Studios. Payment must be received no later than Friday, June 15th.

3) Artist Guide/Calendar image upload - Complete your application process by uploading your Artist Guide/Calendar tiff to <http://comprinters.com/CCSCC/> (there will be a hotlink in the application). Your application will NOT be sent to the jury unless your Artist Guide/Calendar image has been received by midnight, April 30th.

- File name – Name your file with your LAST name first, followed by your FIRST name.
 - (a) (e.g., Lastname.Firstname.tif)
- File type - .tif in CMYK format. CMYK is the preferred format; however, it can be in RGB.
- File Resolution & Size - 300 dpi, maximum of 3.5” in either direction
 - (a) We recommend that you use the maximum size setting.
 - (b) Long, horizontal images appear somewhat small in print – we recommend you submit a rectangular or square image to make full use of the printed area in the calendar.

Changes for 2012:

Map of Studio Location - NO hard copy map will be required this year. We will pin you on the map using the studio location from your application.

Artist Biography – We will collect artist biographies, resumes and stories *after* acceptance into Open Studios.

Images of you at work - We will collect images of you at work *after* acceptance into Open Studios. These may be used in press packets, articles and publicity.

Jurying Process

The 2012 Open Studios Art Tour jury is comprised of 5 art professionals from outside Santa Cruz County. Jurors are provided with a detailed description of the scope and intent of the Open Studios Tour for reference while viewing applicants' art. The panel uses a blind jury process to review each set of images provided by each artist. The identities of individual artists are not disclosed to jurors.

Jurors for the 2012 Open Studios Art Tour:

Bonnie Earls-Solari, Independent Curator & Art Advisory Service

Karen Kienzle, Director, Palo Alto Art Center

Melissa Pickford, Curator, Monterey Peninsula College Gallery

George Rivera, Curator, Triton Museum

Chris Winfield, owner, Chris Winfield Gallery

The medium and dimensions for each image, as well as the Description of Materials and Technique (first entry on the application), are made available to the jury. While ZAPP® requires the inclusion of cost of each piece of artwork submitted, **price information is NOT provided to the jurors, and is NOT considered in the screening process.**

Applicants will be scored using a 1-10 point system based on the following criteria:

- Technical Proficiency - The work demonstrates technical proficiency in selected medium
- Consistent Body of Work - The body of work looks like it was created by the same artist, reflecting their personal voice

Jurors will be given the following guidelines to direct their deliberations:

"Thank you for participating in the 2012 Open Studios Art Tour as a juror. We appreciate your time, expertise, and dedication to the spirit of our event. As you begin this process, please keep in mind the following.

The Open Studios Art Tour showcases art in a broad range of media and styles. The event contributes to public awareness about the quality and diversity of the artists in our community. Open Studios goes beyond a traditional art show, however. It fosters a greater understanding of the artistic process by providing the public with a unique opportunity to enter the world of the visual artist and experience how, why and where art is created.

Participation in Open Studios is intended for artists producing work of professional quality. The event is an opportunity to show a body of original artwork that reflects a personal style and vision, and technical proficiency with their medium. You are not being asked to decide who is the "best". Nor are you choosing artists for a high-end gallery, or curating a museum show. Rather, you are being asked to assess whether or not you feel an applicant's work is of suitably professional quality to be presented to the public, and is compatible with the philosophy and purpose of the Cultural Council of Santa Cruz County's Open Studios Art Tour. Please do not select work according to your own personal tastes and preferences. We ask that you review the application materials in light of the following criteria:

- *Technical Proficiency - The work demonstrates technical proficiency in a given medium*
- *Consistent Body of Work - The body of work looks like it was created by the same artist, reflecting their personal voice*

Along with screening images, each applicant will provide an artist's statement that should be read when images are viewed. You will have the opportunity to add comments, positive or negative, to each artist's scores. We also ask that you include a brief comment about applications receiving scores below 3 in order for us to provide constructive feedback to non-accepted artists on how they might improve their applications in the future.

The Open Studios Committee will combine all of the jurors' scores and determine a cut-off point for acceptance. There is no pre-determined cut-off score for inclusion in Open Studios. The burden of the final decision resides with the Cultural Council and the Open Studios Committee.

Thank you again for your hard work and dedication to make our 2012 Open Studios the best event ever. For more information please refer to the information at <http://ccscc.org/index.php/open-studios.html> or contact Ann Ostermann at 831-475-9600 x17 or events@ccscc.org."

Notification of Acceptance

Artists will be notified by e-mail regarding their acceptance into the Open Studios Art Tour in late May. 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 (tentative date is Thursday, July 26th). Information about the workshop (confirmed 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, pricing your art, 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 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 is encouraged to submit one work created within the last three years.

- Artwork must be FOR SALE.
- 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 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 – we will do our best to fit you into one of those categories.

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 1101 Pacific Avenue, Suite 320, Santa Cruz, CA 95060

Open Studios and Events 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.