

Dear ARTrails Applicant,

Thank you for your interest in ARTrails Open Studios! Since 1985, ARTrails artists have been inviting the public into their workspaces providing a unique opportunity to learn about their creative process. The program helps to promote recognition of the quality and diversity of art our county has to offer while providing a venue in which artists can exhibit and sell their work. It is important that you carefully look over the application and guidelines and be sure you submit all required materials. Please contact us if you have any questions. Listed below are some details of the application process.

Fees

- For prospective ARTrails artists that are applying to the program: there is a \$25 application fee for Arts Council members and a \$40 application fee for non-members.
- Membership with the Arts Council of Sonoma County is required for participation in ARTrails. Individual membership is \$40 and, although not required for the ARTrails application, we invite you to join now to take advantage of the reduced members' rate and save \$15. For information on the Arts Council visit www.ArtsCouncilSC.com.
- The ARTrails annual artist program fee is \$350, payable upon acceptance into ARTrails.

Studio Listing

- Each artist must show in her/his own studio or work space. All applicants must be full-time residents and have their studio in the county of Sonoma. Artists who collaborate can apply together only if all the work they intend to show is collaborative; they will have one listing. Couples who produce separate work will have two listings in the catalog and will each pay the ARTrails annual artist fee.

Images

- Your 6 digital images should represent a **focused group** of your best, recent (within the last 2 years) work in one media. Images should be of a professional quality and representative of the work that visitors would see during ARTrails. *Please note that images that do not adhere to file type/naming protocols will not be considered by the jury.* You will also submit a description sheet with numbers corresponding to images with title, medium, dimensions and date. Please review the Image Submission document (Page6) for more information.
- Your digital images will be juried in one media category (e.g. ceramics). For artists who would like to be juried into a second media category, you must submit an additional 6 images with a description sheet; indicate second media category on page one of application and add an additional \$10 jury fee.

Artwork Submission:

- Two-dimensional work must not exceed 36" x 36" including mat and frame. Three-dimensional work must not exceed 50 lbs. Work must be labeled on the back / bottom with your name, media category, and phone number. For artists who would like to jury into two media categories, you must submit two original pieces. Your work may be delivered by someone other than you.
- Please note: The Arts Council does not participate in the selection of artwork and the jurors do not provide feedback. We invite a different panel of jurors every year and encourage artists who do not get selected to apply again.

Acceptance Process:

- Artists accepted by the jury will be notified that an Artrails mentor will contact them to set up an appointment to visit their studio, to check for public safety issues and to give them some helpful information about the program.
- Notification of acceptance status will be sent to all applicants by April 19th, 2013.




A Program of the Arts Council of Sonoma County

Accepted Artists

- All accepted new artists will need to submit a catalog image, publicity images/information, and provide a resale license number. Information will be presented at the **mandatory orientation meeting** (see Timeline in the Application FYI packet for date, time and location)
- All studios must be open both weekends, with artists present for the duration of the event. All Artists are *required* to submit a piece for sale to be exhibited in the ARTrails Preview Exhibit during the Open Studios.
- As a member of ARTrails you agree to work a minimum of 10 hours to help facilitate the success and cost effectiveness of the program for all participants. When you receive notification of your acceptance an overview of the work teams will be provided so that you can request the work team that best suits your interests and skills. This is also a great way to get to know other participating ARTrails artists.

Important Dates:

Friday, March 16		ARTrails Application Deadline, 12pm-5pm (Arts Council offices)
Saturday, March 23		Artwork Submission for Jury, 12pm-5pm (Arts Council offices)
Friday, March 29		Artwork Pick-Up, 12pm - 5pm (Arts Council offices)
Friday, April 19		Acceptance Status Notification, to all applicants via email
Tuesday, April 23		Orientation for accepted artists, 6pm-8:30pm (Arts Council offices)

For important information about ARTrails Open Studios, please review the following documents:

- Mission Statement, Governance, Reproduction Policy
- Guidelines & Policies
- Image Submission for Jury
- Media Categories Descriptions

Submission Instructions: Application forms may be submitted one of two ways:

1. Submit Via email/online before Friday March 16, 5 pm.

- Use Adobe Reader or Acrobat (PC & Mac users both)! Open the PDF fillable form document and fill it out.
- Sign the form with the Digital Signature option or print it out, hand sign it, and then scan it in order to send it as an attachment to an email.
- Save the completed form to your desktop, **using the Adobe Program save button!** Label the file: *last name-first name-jury application* (example: *smith-jill-juryapplication.pdf*)
- Submit your completed PDF application file as an attachment to: artrails@artscouncilsc.com with your email Subject: *last name-first name-jury application*.
- Note: You will receive an automated e-mail confirmation that your application has been received.

2. Submit in person to the Arts Council offices on Friday March 16, 12-5pm.



- Using Adobe Reader or Acrobat (PC & Mac users both!) open the PDF fillable document
- Save it to your desktop, **using the Adobe program save button!**
- There is also a Digital Signature option for those of you who wish to use it, otherwise simply sign the application once it's printed out.
- Print it out and hand deliver it to the Arts Council offices on the dates and times outlined above.

All images will be submitted one of two ways: via email to ARTrailsimages@gmail.com or hand delivered on a CD labeled: *last name-first name-jury*. Please see image submission guidelines included.

Original artwork will be delivered and retrieved on the above dates from the offices, located at 5409 Snyder Lane, Rohnert Park, CA 94928.

Prospective ARTrails Open Studio Artist Application

A. Contact Information:

The information you provide here will be used for office use and your ARTrails Catalog listing.

Name ___

Studio Address ___

Cross Street(s) ___

City ___

Zip ___

Phone: ___

Email ___

Web ___

Fax ___

Mailing Address (*if different from above*) ___

City ___

Zip ___

B. Media Category: Check the media category in which your work will be juried. For descriptions of media categories, refer to page 7. Artists who would like to be juried into a second media category must submit an additional six images with a description sheet; indicate second media category below and add an additional \$10 jury fee.

Check the media category in which your work will be juried:

- | | | | | |
|--------------------------------------|------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> Ceramics | <input type="checkbox"/> Furniture | <input type="checkbox"/> Painting | <input type="checkbox"/> Sculpture | |
| <input type="checkbox"/> Digital Art | <input type="checkbox"/> Glass | <input type="checkbox"/> Photography | <input type="checkbox"/> Woodworking | |
| <input type="checkbox"/> Drawing | <input type="checkbox"/> Jewelry | <input type="checkbox"/> Printmaking | <input type="checkbox"/> Fiber Arts | <input type="checkbox"/> Mixed Media |

Check the 2nd media category in which your work will be juried (additional descriptions and \$10 fee required):

- | | | | | |
|--------------------------------------|------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> Ceramics | <input type="checkbox"/> Furniture | <input type="checkbox"/> Painting | <input type="checkbox"/> Sculpture | |
| <input type="checkbox"/> Digital Art | <input type="checkbox"/> Glass | <input type="checkbox"/> Photography | <input type="checkbox"/> Woodworking | |
| <input type="checkbox"/> Drawing | <input type="checkbox"/> Jewelry | <input type="checkbox"/> Printmaking | <input type="checkbox"/> Fiber Arts | <input type="checkbox"/> Mixed Media |

For Catalog listing: an optional 6-word description of medium/subject matter. Text is subject to approval ___

Note: Late or incomplete applications will not be accepted. Please check that all materials required are complete and in the correct formats (Application, photo files, CDs and emails are labeled properly, photos are sized correctly (no larger than 10MB).

We wish you the best of luck for a successful application and if you have any question please contact us!

The ARTrails Team

When answering the following questions please be concise.

C. Art Process: Describe the major steps involved in making your art. This information will be made available to jurors. Note elements that you do and do not make yourself. Include items incorporated in your work; for example stands, beads or fasteners.

D. Artist Statement: Information will be made available to jurors but is primarily for our publicity use.

E. Education: Please describe how you might incorporate the educational component. ARTrails is an educational program. Educating the public to the processes used in your work must be a part of your **Open Studio**. While demonstrations may not always be possible, the use of photos, video, works in progress, and other methods can be used. Jurors do not use this information in selection.

F. Studio Workspace: Commercial storefronts and/or showrooms that are regularly open to the public during business hours are not eligible to participate in ARTrails. Include approximate size and relationship of studio to your home (e.g. is your studio a separate building or a part of your living space). In addition to your studio, will there be other areas set up for exhibition? Is there sufficient area for parking and will your neighbors be affected? If we anticipate a problem with the physical setting, we may need to review it with you before the jury process. Jurors do not use this information in selection.

G. Accessibility & Parking: It is essential that roads to your studio be accessible with no difficult parking restrictions, that your neighbors are willing to cooperate with large numbers of visitors, and if you reside or work in a Planned Unit Development (PUD), that your rules and regulations (CC&Rs) allow for your participation. Studios should be prepared to handle the traffic and parking of about 100-200 visitors per weekend; about 10-20 at any given time. ARTrails recognizes that studios come in all shapes and sizes. Your studio information is used only in determining safety and accessibility.

There is on-site parking for approximately _____ cars.

Check here if your studio is wheelchair accessible. If yes, a wheelchair symbol is included in your listing. This is NOT a requirement for participation. To be accessible, doorways must be 36 inches wide and there should not be steps or other obstacles outside or inside the studio.

Please review your application information carefully before submitting and read the image submission and file labeling instructions. Detailed instructions and important information is found in the Prospective ARTrails Open Studios Artists FYI document.

Name: _____

Checklist: You must include the following items with your application:

- Completed Prospective ARTrails Open Studios Artist Application Sections A-G, see pages 3-5.
- ARTrails Agreement Form signed, see page 7
- Application Fee
- Description Sheet (1 per media category) File name: last name-first name-description.doc. For second media category add a "b" to the file label. Example: last name-first name-descriptionb.doc
- Images representing a focused body of work (6 images). Label each: last name-first name-and a number 1-6 (example: jones-jill-1.jpg) For second media category label the files: last name-first name-and a number 1-6 b (example: jones-jill-1b.jpg). The letter "b" represents your second media category.
- Image of your studio (1 image) labeled: last name-first name-studio.jpg
- Image of a street map indicating your studio location (1 image) labeled: last name-first name-map.jpg
- One original piece of artwork. Deliver to the Arts Council offices (see timeline,

Application Fee: Application processing fee for Arts Council of Sonoma County
Include check or money order made out to ACSC or complete info below for Visa or MasterCard

- Member: \$25 **or**
- Non-member: \$40
- If** you are applying with a second media: \$10

Total Payment Amount: _____,

Payment Type:

- Check (payable to the Arts Council of Sonoma County)- *saves 1.90% processing fee!*
- Credit Card Name as it appears on credit card: _____
 - Visa
 - MasterCard

Credit Card Number: _____ - _____ - _____ - _____

Exp Date: ____ / ____

Security Code: _____

Signature: _____

Billing Address:

2013 ARTrails Agreement Form

Sign and return this page with your application materials

Policies and Procedures Agreement

I have read and agree to the ARTrails Mission Statement, Governance and Reproduction Policy. I have read and agree to abide by the ARTrails Guidelines and Policies. I understand that my signature holds me responsible to abide by these guidelines, and failure to meet requirements will jeopardize my continued participation in ARTrails.

I understand that my acceptance in ARTrails is provisional and any time prior to December 31, 2013, I may be withdrawn if I fail to comply with the ARTrails guidelines and regulations.

Hold Harmless Agreement

I hereby agree to indemnify and hold the Arts Council of Sonoma County, it's Board of Directors, employees, affiliates, sponsors, volunteers and the ARTrails Committee harmless against any claim, demands, damages, fees, costs, and actions of any kind asserted by or on behalf of any third persons(s) arising from my participation in the ARTrails 2013 Open Studios.

Name (Please Print): ____

Signature: ____

Date:____

Thank you for your interest in joining the ARTrails Open Studios!

Prospective Artist Application FYI Image Submission for Jury

Selection for admission into ARTrails will be made upon review of the six images and the one original piece that you submit. It is very important that you submit high quality images representing your best work created within the last 2 years. Artist identities are not disclosed to jurors. Selections are based solely on submitted digital images and original piece. Please consider the following when making your selections:

- Do your images reflect a consistent body and style of work? Is there a similarity in style, theme or treatment of visual elements? Does your work look like the same person created all of it?
- Is the technical proficiency consistent in your images? Are the finished pieces unique works of art, reflecting originality and individuality?
- Is the quality of the images good? Are the images difficult to see or distorted? Do your images have washed out colors, shadows, or glare? Do your images contain distracting elements such as fingers, chairs used to prop up work, etc.?
- You may want to consider having photos taken by a professional photographer who specializes in this area if you are unsure of how to take quality images of your work.

Digital Images: The Arts Council does not provide assistance on how to create file formats for images. See below for details. **Images formatted and/or named incorrectly will not be considered by the jury.** The images you provide for jurying does not need to be print quality. If you are accepted, the Arts Council will require a higher-resolution image for the catalog.

You will submit your six images by email or on CD. Each image file should be labeled with your last name-first name and numbers 1-6. (See page 2).

- File Type:** .JPG
File Size: 72 dpi, maximum dimensions 10"x10", maximum pixels 720x720, suggested Photoshop quality (if applicable) of 10. **Images should not be over 10MB**
Filename: Last name-First name-/image number.jpg
 Do not use any quotes ("), slashes (/), or periods (.) Other than the separation between filename & the filename extension. Use alphabetical-numeric only.
 Dashes (-) are acceptable as are underscores (_)
Filename Extension:
 The filename MUST have the .jpg extension.
 MAC users, please make sure your files show this extension when listed.
Example: Smith-Jill-1.jpg, Smith-Jill-2.jpg, Smith-Jill-3.jpg

- Submit images by email:** attach your 6 image files to an email, with the Subject: "lastname-firstname-jury" and send to ARTrailsimages@gmail.com
- Your ARTrails application and description sheet must be emailed to: ARTrails@artscouncilsc.com with Subject: "lastname-firstname-jury"

Description Sheet: A description sheet must accompany your application. Save the document file labeled last name-first name-description (example: smith-jill-description.doc) See below for an example description sheet. Two copies MUST be provided and include the following elements:



- Last name, first name in the upper right corner
- Image Filename and corresponding title, medium, dimensions, date

<i>Image Filename</i>	<i>Title</i>	<i>Medium</i>	<i>Dimensions</i>	<i>Date</i>
Smith-Jill-1.jpg	Sunset	oil on panel	5" length x 7" width	2012
Smith-Jill-2.jpg	Apparition	oil on canvas	30" length x 40" width	2012

Media Categories Descriptions

Ceramics	Original clay and porcelain work only. Can be functional or sculptural. No machine-made or commercially mass produced work, no ceramic green-ware.
Digital Art	Images made with the assistance of computers.
Drawing	Works created using dry media including chalk, charcoal, pastels, pencil, wax, crayons, etc. or from fluid media such as inks and washes applied by pen or brush.
Fiber Arts	Includes, but is not limited to: leather, weaving, clothing. No pre-manufactured wearable items, regardless of additional modification or enhancement by the artist.
Furniture	Original work created as furniture in any media. No purchased wood furniture regardless of additional modification or enhancement by the artist.
Glass	Hand blown, fused, slumped, and stained glass. No pre-manufactured items, regardless of additional modification or enhancement by the artist.
Jewelry	Handmade jewelry using precious or non-precious materials. All jewelry displayed must have been juried in the jewelry category. Work can not contain more than 15% commercially available findings or materials not made by the artist. This includes but is not limited to: beads, pearls, gemstones, metal parts such as neck chains and clasps. No work made solely of restrung beads and commercially available parts.
Mixed Media	Original work incorporating more than one material.
Painting	Original works from oils, acrylics, watercolors, pastels, etc.
Photography	Photographic prints must be made from the artist's original.
Printmaking	This category is for prints created by using a transfer process of producing original art, usually in multiples. An image is created on a surface other than paper, for transfer to paper or other material.
Sculpture	Original non-functional work of any material.
Woodworking	All original work in wood that is hand-tooled, machine worked, turned, or carved.

Jury Process

Program Mission

The ARTrails mission states that ARTrails is intended for established and emerging artists who are actively producing high quality work meeting the program's selection criteria. A panel of 7 jurors determines which bodies of work meet the program's criteria.

Why is ARTrails juried? Visitors continue to report that "quality of the art" is a major reason for attending ARTrails. Quality is the reason attendance continues to grow. Maintaining quality is important to attract proficient artists to the program as well as art patrons.

Please note that the jury process is not a critique and jurors do not provide feedback. To assist artists, the Arts Council of Sonoma County offers various professional growth seminars for artists and provides information on workshops taught by local professional artists.

Selection Criteria

Artist identities are not disclosed to jurors throughout the process. There are no quotas allocated to a specific kind of media or to how many artist are selected The jurors view six images and one original piece to determine if the body of work submitted meets this criteria:

1. The body of work must indicate a consistent technical proficiency with the medium and demonstrate understanding of formal elements of art.
2. The body of work must reflect a coherent individual style and originality.
3. Works assembled from prefabricated materials must reflect a creative element that is more than the sum of the parts.
4. The slides and submitted piece must demonstrate a level of professional presentation expected in a gallery setting.

It is important that you carefully choose your samples and have quality images. Samples submitted should have been created within the last two years and represent artwork visitors will find in your studio. You will submit a description of the processes used to create your work and jurors may refer to this during the selection process.

Jury Composition

Each year, a seven-person jury is selected, comprised of art professionals from different segments of the field. Four jurors come from outside of Sonoma County with backgrounds such as professional artists, art instructors, gallery directors, or curators. Two jurors are qualified ARTrails artists who have been in the program for at least 3 years; and one juror from within Sonoma County is an art professional who is not a member of ARTrails. Jurors represent a wide range of knowledge of fine arts and crafts.

The Arts Council Board and Staff do not participate in determining which submissions meet the program's criteria.