

## Arts North! Studio Tour Entry/Application October 2017

- Dates: October 14-15, 2017
- Times studios must be open: 10-5 Saturday and Sunday
- Fee per studio: \$135.00, payable to Nancy Cabbage & sent to 12955 22nd Ave NE, Seattle 98125 (see deadlines below)
- Boundaries: Puget Sound to Lake Washington, NE 145th to NE 95th. If your studio doesn't reside within these boundaries, you may apply as a guest artist.
- The fee covers:
  - ~10- 12 Signs per studio depending on our stock
  - Professionally designed brochures
  - Tour website and map
  - Participation in the tour
  - Tour administration
  - Promotion on Social media & community calendars

**Studio artists have important jobs as well – see the agreement on the application, page 2.**

### Timing: October 2017

- 6/13/17 - Application deadline for new studios and guest artists
- 6/30/17 - Returning studios/artists to turn in application with updated info
- 6/30/17 – New studio acceptances will go out
- 6/30/17 - Guest artists to be secured and info sent to committee
- 6/30/17 – Images & Info due from all studio artists & guest artists (see application for specifics)
- 6/30/17 - Studio fee due
- 7/14/17 – Brochure draft distributed for review and corrections, promotions begin (approximately)
- 7/21/17 – Brochure ordered.
- 8/12/17 – Potluck at Lynette's home 3009 NE 135<sup>th</sup> St. Bring a dish and one work of art to show and share. Brochures & signs will be available to pick up.
- 10/9/17 – Post signs throughout the area
- 10/14 & 15 – Have fun with your studio tour!
- 10/16/17 – take down signs, send us feedback about how the tour went for you and your email lists. Let us know if you plan to participate the following year.

### Guest artists:

We encourage studio artists to invite guest artists, as visitors prefer locations with a variety of artists, though it is not required. We ask that you choose guest artists carefully. They are to be professional quality like yourselves so that collectively we have a quality tour. We will ask EVERYONE, studio owners and guests alike to help promote the tour. You may also ask your guest to share the cost of the studio fee, but this is up to you to negotiate.

If you are willing to host and don't have guest artists in mind, we will provide a list of any guest artists who have applied to the tour and don't yet have a studio to show in, and you can contact them to see if they are a good fit for your space and personality. We have seen many combinations work well, tents in the yard, display grids in a dining room, jewelry artists sharing space with woodworkers, etc. We envision a tour of active artists that people will find fun to visit and will want to come back to year after year! Please let us know if you have any questions. We hope you are as excited as we are to be putting this together!

---

## **Need photo help? Call these experts!**

We expect you to send us your high quality, professional looking images by 6/30/16 with these specs: 300 DPI, 1000 px on the longest side. For help with images (shooting &/or resizing) contact these photo experts:

**Ken Smith:** [Ken@kwsmith-studio.com](mailto:Ken@kwsmith-studio.com) (425) 478-3628 (Lynnwood)

**Larey McDaniel:** [Larey@mcdphoto.com](mailto:Larey@mcdphoto.com) (Kirkland)

**Photo resizing:** Magic Photo, 425-672-6800 Edmonds

---

## **Mission statement:**

In 2014 four artists caught the vision to organize an annual studio tour, a two day event. The purpose of the tour is to invite the public into artists' home studios, to start creative conversations, and to give artists a local event where they could have a comfortable place to show and sell their work. Staying within tight community boundaries and using the KISS method (Keep it simple sweetheart), we organize and promote the tour using grassroots word of mouth, social media and simple distribution of inexpensive media, keeping the costs reasonable for all. Each participating studio owner decides on the personality they want to project by choosing suitable guest artists and promoting their own studio as well as the overall tour.



## Arts North! Studio Tour Application

Return to [flyingredhead@gmail.com](mailto:flyingredhead@gmail.com) by June 13, 2017 (returning studios June 30, 2017)

Your name: \_\_\_\_\_ Phone: \_\_\_\_\_

Studio Name: \_\_\_\_\_

Studio Address: \_\_\_\_\_ Email address: \_\_\_\_\_

Website: \_\_\_\_\_ (link to where we can see your work)

Short description of your art work, which can be used on the website:

---

---

Describe the access to your studio, (ie. 2 Steps up, gravel path, sloped yard, studio in back.)

---

If you have no studio in the area, check this box and fill in the info that applies to you above.

I want to be a guest in a studio.

---

### Guest Artists:

I will arrange my own guest artists (June 30 deadline to turn in complete info & 3 images for each guest artist)

I have room for \_\_\_\_\_ guest artists.

List any other artists you are planning to host at your location, with a description of their art/medium, including the following contact info for all. (Name, Email, phone, website)

Guest 1 Name: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Website: \_\_\_\_\_

Guest 2 Name: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Website: \_\_\_\_\_

More guests? Add to back of application with complete information.

Please sign agreement on the following page.

**Studio artists agree to:**

- Submit a completed studio artist application (all studios fill this out for each tour)
- Have a studio visit from the organizers. (New studios only)
- Have an online presence that we can link to in the tour marketing and link to the Arts North website from your website/Facebook, etc.
- Actively promote the tour by linking to the tour website/facebook and distributing brochures, inviting visitors to the tour via your own marketing efforts – ie., email, snail mail, word of mouth.
- After acceptance, send 3 images for yourself and each artist in your studio, representing artwork that can be used for print/web purposes by the deadline [June 30]. Images must appear professional: plain background, well lit, easy to see details. Please email images @ 300 dpi, longest side = 1000 pixels. If you need help with taking or properly sizing your images, please see the resource list at the end of this application.
- Post signs pointing to your studio and around the area to promote tour by Monday/Tuesday of the tour week. Retrieve by the Monday following the tour and either hold the signs for the following year if continuing participation or return the signs to the sign coordinator by the following weekend. Report any missing signs.
- Collect emails from your visitors – if they wish to be added to the tour invitation email. These lists are emailed to the organizers within a few days after the tour.
- Have tour brochures on hand at your location and generously promote the rest of the studios.

I agree: \_\_\_\_\_

Date: \_\_\_\_\_

Thank you!

*Arts North! Studio Tour*