2017 Open Studios Art Tour
Guidelines & FAQs

North County Saturday & Sunday, **October 7th & 8th**
South County Saturday & Sunday, **October 14th & 15th**
All County Weekend Saturday & Sunday, **October 21st & 22nd**
All studios open **11:00 AM-5:00 PM**
Artists have the option of opening earlier or closing later than posted hours.

Applications will be available March 1, 2017
Deadline: Applications must be received by **midnight, Sunday, April 30th,** no exceptions.

THE BASICS

What is the Open Studios Art Tour?
Open Studios is a self-guided tour that attracts thousands of visitors from near and far who learn about and purchase art straight from the source. Open Studios not only shines a light on the variety and talent of visual artists in our community, it also ignites relationships, inspires conversations, and bridges gaps of understanding between art appreciators and creators, creating connections that extend far beyond the tour. Now in its 32nd year, the Open Studios Art Tour is one of Santa Cruz County's most anticipated annual art happenings.

Residency: All applicants and participating artists must be permanent residents of Santa Cruz County with proof of residency provided if requested.

Eligibility Requirements: We welcome all artists from emerging to professional. Your body of work should be well developed and demonstrate your competency, proficiency, and skill in your craft.
In order to apply, you will need:

- At least 7 original pieces for the application; a minimum of 15 original pieces on hand for the opening day of the tour.
- High quality photographs of your work (hiring a professional photographer is optimal).
- A description of your materials and technique. The statement is limited to 750 characters, including letters, spaces, and punctuation.
- A short description of the artwork you select as your Artist Guide image. The description is limited to 80 characters, including letters, spaces, and punctuation.

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, works-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

JURY PROCESS

The Open Studios Art Tour 2017 jury is comprised of seven art professionals:

- Ryan Carrington: Department of Art & Art History, Santa Clara University
- Lisa Coscino: Executive Director, New Museum Los Gatos
- Kelly Detweiler: Professor & Former Chair, Dept. of Art & Art History, Santa Clara University
- Bonnie Earls Solari: Independent Curator & Art Advisory Services
- Karen Kienzle: Executive Director, Palo Alto Art Center
- Marianne McGrath: Art Curator, New Museum Los Gatos
- Jane Allen Nodine: Gallery Director/Professor, University of South Carolina Upstate

The panel uses a blind jury process to review each set of images provided by each artist; identities of individual artists are not disclosed to jurors. Materials, dimensions for each image, and your description of materials & techniques are made available to the jury. Although ZAPP® requires the inclusion of cost for each piece of artwork submitted, price information is NOT provided to the jurors, and is NOT considered in the jury process. You can enter the sale price of the piece or $0.00.

Jurors will jury art in the following categories:

Assemblage	Basketry	Book Arts	Ceramics	Digital Art	Drawing
Encaustic	Fiber Arts	Furniture	Glass	Gourd Art	Jewelry – metalsmithing
Jewelry – other	Metal Work	Mixed Media 2D/Other	Mixed Media 3D/Other	Mosaic	Other
Painting	Pastel	Photography	Printmaking	Sculpture	Watercolor
Woodworking					

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

"Arts Council Santa Cruz County's 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. Participation in Open Studios is intended for artists producing fine art & fine craft. 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 being asked to assess whether or not you feel an applicant's work is of suitable quality to be presented to the public, and is compatible with the philosophy and purpose of the Arts Council Santa Cruz County's Open Studios Art Tour. When jurying for our tour, you will review and score the artwork using a scale of 1-10 applying the following criteria:

- *Technical Proficiency: The images show expertise in a given medium.*
- *Consistent Body of Work: The body of work looks like it was created by the same artist, reflecting their personal creativity and voice."*

Scores from all seven jurors are totaled, then one high and one low score are removed. Using the resulting average score, the Open Studios Committee determines a cut-off point for invitation to the tour. There is no pre-determined cut-off score for inclusion in Open Studios. The burden of the final decision resides with the Arts Council and the Open Studios Committee.

APPLICATION DETAILS

What are the costs for Open Studios?

$40 Application Fee

- Non-refundable fee is due at time of application and can be paid online or by check. Payment must be received no later than 5:00 pm, Tuesday, May 2, 2017.
- If you are between the ages of 18 and 25, we will waive your $40 Application Fee. To receive your discount code, which will be entered at checkout, contact Ann Ostermann, 831.475.9600 x17, ann@artscouncilsc.org

$260 Participation Fee

Once invited, participation fees are due no later than Friday, June 16, 2017. Preferred payment is by check.

Can I apply in person or by mail?

No, Open Studios Art Tour applications are accepted online ONLY at zapplication.org

How many images are needed for the application?

You will need 7 lo-res images and 1 hi-res image of original artwork created between 2014 to the present.

How do I decide which images to submit with my application?

Consider the following when selecting images for your Open Studios application:

- Are your images of 7 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?
- Is the quality of each image good? Do they accurately represent your artwork?
- Has the artwork been photographed with good lighting and no distracting or unflattering elements?

What are the specifications for the application images?

All images for the online application must be formatted to the specifications listed below. For a complete list of image sizing resources, visit the Help Center on ZAPP® and select the **Digital Tutorials and Resources** tab.

1. **Recommended dimensions:** 1920 pixels on the longest side. To assist artists who do not have images that are 1920 pixels or larger, the system will also accept images that are at least 1400 pixels on the longest side.
2. **File format:** Save all images as Baseline Standard JPEG. **Do not save as a Progressive JPEG.**
3. **File size:** JPEGs must be under 5.0 MB.
4. **Recommended resolution:** between 72 and 300 dpi. You may need to lower your resolution if the file size is larger than 5 MB.
5. **Color space:** Save images in RGB color space, preferably sRGB.

How do I format my application images?

Use one of these FREE online converters:

Jury Images Formatter Automatically formats images for digital jurying.
http://juryimages.com

Ripfish Image Resizer Resizes images to 1920 pixels square.
http://ripfish.com/zapp

Another option is to format the images on your computer. To do this you will need photo-editing software that can resize images, change image resolution, create new images, and save images as JPEGs. There are a variety of photo-editing software products that can help you format your images successfully. Packaged software is available to purchase. Free downloadable software is available on various websites:

- Adobe http://www.adobe.com currently provides two photo editing products: Adobe Photoshop and Adobe Elements. Adobe Elements, the less-expensive option, provides a free 30-day trial if you would like to try the program before purchasing.
- Windows users download Get Paint http://www.getpaint.net.
- Apple users download Gimp http://www.gimp.org.

What are the formatting specifications for the Artist Guide image?

All images for the Artist Guide must be formatted to the following specifications:

1. File **name**: Name your (.tif) or (.jpg) file with your LAST name followed by your FIRST name
    a. Lastname.Firstname.tif
    b. Lastname.Firstname.jpg
2. File **type**: TIFF images (.tif) are preferred; however, JPEG images (.jpg) are acceptable
3. File **format**: CMYK is the preferred format; however, RGB is acceptable
4. File **resolution:** Must be 300 dpi
5. File **size**: Maximum of 3.5" in either direction

What are the requirements for the Artist Guide image?

- The Artist Guide image may be a duplicate of one of the images submitted with your application but it doesn't have to be.
- The work depicted must have been created within the last three years, be representative of the work submitted with your application, and of the work visitors will see in the studio.
- The image cannot show a live model for jewelry or wearable art.
- Artists must agree that the image can be used for promotion of the event.

Some artists like to display their piece from the Artist Guide in the Open Studios Preview Exhibit at the Santa Cruz Art League, giving the public a chance to view the work of art from the Guide in person. If you want to do this, make sure the piece of art you choose meets the Preview Exhibit size guidelines (see page 8).

Considerations when selecting your Artist Guide image:

- Images are shown 6 to a page in the printed Artist Guide.
- Maximum space for each image is 3.5" wide x 2.75" tall. If you want to take advantage of the most space, choose a rectangular image.
- Images are surrounded by a white background. 3-D work should be photographed with a grey or colored background rather than white.
- Choose a colorful image that will stand out when printed in that size.

Artist Guide images must be uploaded to the designated holding site http://comprinters.com/artupload/

APPLICATION ASSISTANCE

Is this your first time applying to a show on ZAPP®?

If so, we recommend you watch their help videos:

- **How to Apply to Shows on ZAPP®**
- **How to Upload Images on ZAPP®**
- **How to Checkout for Applications on ZAPP®**

Application Assistance Workshops:

Arts Council offers FREE Application Assistance workshops to answer questions about participating in Open Studios, selecting your body of work for the jury, and preparing the required digital files. A general tour of the application process will also be provided. No reservation is required.

Workshops at the Arts Council office, 1070 River Street, Santa Cruz:

- Wednesday, March 15th 7-8 pm
- Saturday, March 25th 11 am-Noon
- Wednesday, April 12th 7-8 pm
- Saturday, April 15th 10-11 am

Workshops at the Watsonville Public Library, 275 Main Street, Watsonville:

- Thursday, March 16th 5:30-6:30 pm
- Saturday, April 22nd 2:30-3:30 pm

Digital Image preparation:

A limited number of FREE digital image preparation appointments will be offered. At your appointment, we will prepare the seven application images and the Artist Guide image from your digital files while you wait. IF you have created your Artist Profile on ZAPP® prior to the appointment, we will upload the sized images to your Image Library.

Appointments last one hour and will be held at the Arts Council, 1070 River Street, Santa Cruz (Tannery Arts Center Campus).

Dates & Times:

- Saturday, April 15th Noon-1 pm, 1-2 pm
- Saturday, April 22nd 10-11 am,11 am-Noon
- Saturday, April 29th 10-11 am, 11 am-Noon

Appointments will be filled on a first-come, first-served basis. Reserve your appointment online at www.artscouncilsc.org/open-studios

Visit the Open Studios webpage www.artscouncilsc.org/open-studios for a listing of local businesses and individuals who offer digital image preparation as well as professional art photography.

FREQUENTLY ASKED QUESTIONS

Where is the dividing line for North & South County?

- NORTH County includes Ben Lomond, Bonny Doon, Boulder Creek, Brookdale, Davenport, Felton, Santa Cruz (city) and Scotts Valley.
- SOUTH County includes Aptos, Capitola, Corralitos, Freedom, La Selva Beach, Live Oak, Rio del Mar, Soquel, and Watsonville.

What if I collaborate with another artist? Can we apply together on one application?

If all of the work submitted is collaborative, artists may apply together on one application.

Can I be HOSTED by another artist in the tour?

The intention of the Open Studios Art Tour is to bring the public into artist's working studios. However, if your studio is in a remote or inaccessible location, if your location has little or no access to parking, or if your studio cannot be made open to the public during the tour, you may request to be hosted by another Open Studios artist at their location. Hosted artists must submit a separate application, listing their host's studio address on the application. If, at the time of application no host has been secured, enter "Need Host Studio" as your address on the application. If the hosting artist is not invited to participate, Arts Council will work with the invited artist to secure a host studio. *New this year, individual artists will be allowed to host TWO artists at their location.*

Hosted artists will be supplied with a set of minimum guidelines for sharing their creative process along with their art at their host studio location.

I'm in a remote location. Can I host multiple artists at my space?

Yes, as a way to encourage the public to make the drive to their studio, artists in remote locations are able to host more artists than those located in non-remote areas of the county. *New this year, remote artists may host UP TO THREE artists at their location.* Contact Ann Ostermann to find out if your location qualifies as remote.

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

Painting has been sub-divided to facilitate the jury process:

- 2D Mixed Media/Other: Select this category if you are combining multiple media in your paintings, especially if your paintings include dimensional media such as fibers, papers, found objects, etc.
- Painting: Select this category if your images are a combination of works in different painting media ie; acrylic, oil, watercolor.
- Watercolor: Select watercolor, not painting, if all of your artwork is created using *watercolor only*.

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

On opening day of Open Studios you must exhibit a body of work consisting of at least 15 pieces of original art in the medium under which you were juried. Artists can show other media and styles during Open Studios provided the quality of work is equivalent to the work submitted for jurying.

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. We ask artists working in cluster studios to encourage their fellow artists to officially participate in Open Studios. Artists who are not in Open Studios are asked not to present themselves as Open Studios artists during the tour.

FREQUENTLY ASKED QUESTIONS (continued)

May I show and sell reproductions of my work in Open Studios?

A reproduction is defined as a copy of your original art. Reproductions for sale may be included in your Open Studios display, with the following restrictions:

- Original work should be prominent and should be seen first as visitors enter the studio area.
- Only **20%** of an artist's Open Studios display **space** may be allocated for reproductions.
- Reproductions must be separated from the main body of original work and clearly labeled as reproductions.
- An explanation of the reproduction process should 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"].
- Photography and digital art are considered original art, not reproductions.

How do I show my process during the tour?

Showing your process and your studio set-up is fundamental to the concept of Open Studios. Actual demonstration and works in progress 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.

May I photograph my own artwork?

Yes, but keep in mind that digital images of your art are your only voice to the jury. If you are photographing your own artwork we recommend you read the Image Preparation guide on ZAPP® and review examples of lighting, exposure, focus/clarity, perspective, size, consistency, and background in Tips for Photographing Your Artwork.

How is resolution different from image size?

- Image resolution, otherwise known as dpi, is the amount of dots per square inch of an image when it is printed, and reflects printer quality.
- Image size is the dimensions (length and width) of an image in a digital format. Image size designates how large your image will be viewed on monitors.

What kind of benefits will I receive as an Open Studios artist?

- $25,000+ in print, online, and radio ads throughout the Monterey Bay region and beyond.
- A full listing with an image in the Open Studios Artist Guide & App.
- Social media reach through Arts Council Facebook page, Instagram page, e-blasts, and e-newsletter with a reach of more than 5,000 people.
- Four week exhibit of your work in the Preview Exhibit at the Santa Cruz Art League.
- Preparation support for marketing and merchandizing your work.
- Increased visibility and name recognition.

Who runs Open Studios?

Arts Council Santa Cruz County produces the Open Studios Art Tour.

What does the Open Studios committee do?

The Open Studios Committee oversees general Open Studios Art Tour procedures to ensure the tour reflects Arts Council Santa Cruz County's mission and Open Studios Art Tour objectives. The committee makes recommendations of policy changes to the Board of Directors when necessary. Membership is open to Santa Cruz County residents. Membership on the committee is limited to four years.

ONCE INVITED TO BE PART OF OPEN STUDIOS

When will I be notified whether or not I'm invited to be part of Open Studios?
Artists will be notified by e-mail in late May regarding the status of their application. Notification will be sent via e-mail to the address listed in your ZAPP® Artist Profile.

Open Studios Preparation Workshop: It is highly recommended that first-year Open Studios participants attend this workshop in July [date TBD]. At the workshop, we review guidelines and discuss topics like 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.

Open Studios Preview Exhibit: An exhibit of original work by Open Studios artists is held at the Santa Cruz Art League (SCAL). The exhibit opens the Saturday prior to Open Studios and remains open through the last Sunday of Open Studios. If you work in large-scale format, consider creating a smaller piece for the Preview Exhibit in order for your work to be represented in this popular community exhibit. The exhibit features work by nearly all Open Studios artists, which makes enforcing size restrictions critical:

- **Wall-Hung Work**: Size limit is **30" maximum height and width**, *including mat and frame*.
- **3D work**: Size limit is **42" high x 24" wide x 24" deep**, including the base, weight not to exceed 50 lbs.
- Artwork in the Preview Exhibit must be for sale.
- Artwork must be similar to the work submitted with your application.
- Artwork must be representative of the work visitors will see at your studio.
- Sales of Preview Exhibit pieces is handled by the SCAL with a sales commission paid to the SCAL. Members will be charged a 30% commission; non-SCAL members will be charged a 45% commission.

Artist Volunteer Service Hours: Participating artists are required to perform up to 4 hours of service to the Arts Council. Volunteer jobs take place between June and December. Participating artists will sign up for their volunteer service online.

After-event Artist Survey: Participating artists are required to submit an online survey after the tour ends. 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.

If you have questions after reading these Guidelines, contact Ann Ostermann, Open Studios & Events Manager, 831.475.9600 x17; ann@artscouncilsc.org

Arts Council Santa Cruz County 1070 River Street, Santa Cruz, CA 95060

Statement of Non-Discrimination: Arts Council 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.