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***SANTA CRUZ COUNTY ARTISTS ARE INVITED TO APPLY TO
ARTS COUNCIL SANTA CRUZ COUNTY'S 2018 OPEN STUDIOS ART TOUR***

SANTA CRUZ, CA — March 2, 2018 — Santa Cruz, CA – Visual artists of all disciplines, from seasoned creators to those just stepping into the art world, are invited to apply to be part of the 2018 Open Studios Art Tour. Open Studios was launched thirty-three years ago with a simple goal: to connect art lovers and artists – all across Santa Cruz County. This beloved annual event takes place during the first three weekends in October and gives artists the unique opportunity to get their work and their creative process in front of thousands of people.

The Arts Council has shifted the guidelines for participation in order to allow more artists to apply. In particular, to address housing and studio space challenges, artists now have expanded opportunities to be “hosted” by other artists. Participating artists can display their work and creative process in their own studios, or be hosted at a fellow Open Studios artist’s studio. All participating artist studios can host up to two additional artists, and in remote areas of the county, up to three artists can be hosted. The Arts Council is also waiving the \$40 application fee for artists 25 years old and younger.

"As a newbie to Open Studios, I just want to say how proud I am to be a part of the tour," said 2017 first-time Open Studios artist Alexandra Sanders. "It has been a wonderful experience, so professional and the guidance has been invaluable. I was fortunate to have many visitors. Those that visited me were so interested in the work that I am doing and showed their enthusiasm through their purchases. I did far better than expected."



Guidelines & FAQs can be found on the [Arts Council website](#), along with an Application Checklist. The Arts Council is offering free Application Assistance workshops to answer questions about participating in Open Studios, the application process, selecting the body of work for the jury, and preparing the required digital files. No reservation is required. Workshops will be offered at the Arts Council office, 1070 River Street in Santa Cruz on Wednesday, March 14, 7-8pm and Saturday, April 14, Noon-1pm. A workshop will be offered at the Watsonville Public Library, 275 Main Street in Watsonville on Saturday, March 24th, 1-2pm.

Applications will be accepted online at bit.ly/2018OScall through midnight, April 30. Applications are juried by a panel of seven arts professionals from outside Santa Cruz County.

“We welcome and encourage all artists, makers, and creators of all visual disciplines to apply to Open Studios,” said Michelle Williams, the Arts Council’s Executive Director. “We always have such a breadth of talent in this program, and we’re excited to continue to expand, diversify, and welcome more extraordinary artists from our community.”

About Arts Council Santa Cruz County

The Arts Council generates creativity, vibrancy, and connection in Santa Cruz County. For 39 years, we have been the bedrock of our creative community, supporting individual and collective artistic expression and building bridges and bonds between people throughout our county.

We know that art changes lives. In Santa Cruz the arts are also an economic driver (\$32 million of economic activity annually), contribute to civic pride, and are one of the most powerful vehicles for bringing people together, creating community dialogues, and strengthening relationships.

Through grants to artists and arts organizations, arts education programs that serve more than 17,000 kids across Santa Cruz County, and community initiatives such as Open Studios and Ebb & Flow, we help Santa Cruz County flourish.

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