

# Open Studios of Washington County, NY

## 2011 Open Studios Tour

### CALL FOR ARTISTS

#### **ABOUT Open Studios of Washington County:**

Open Studios of Washington County is a juried biennial event, established in 2005 by artists Serena Kovalosky and Brenda McMahon. Two successful Tours, in 2007 and 2009, brought hundreds of visitors to the studios and generated significant revenue for the participating artists. Limiting participation in the Tour to a relatively small number of high-caliber artists is designed to maximize the success for each individual artist and enhance the quality of the event for the attendees. With each Tour we have learned ways to improve the event. This year we have added a team of outside professionals with experience in business, marketing and cultural tourism. It is the combined efforts of this team and the artists that will assure positive results for all.

As openings become available in subsequent years, new artists will be juried into the event. As there are a limited number of openings we expect that there will be more qualified applicants than positions available. Therefore, if you are not accepted this year, please apply again.

**100% of the proceeds from sales during the tour weekend go directly to the artist.**

**Website:** [www.OpenStudiosWashingtonCounty.com](http://www.OpenStudiosWashingtonCounty.com)

**Email:** [info@OpenStudiosWashingtonCounty.com](mailto:info@OpenStudiosWashingtonCounty.com)

**Phone:** (518) 282-9202

**THE EVENT:** The Open Studios of Washington County Tour is a juried biennial open studio tour showcasing professional fine artists with studios located in Washington County, New York.

**THE DATES:** Saturday and Sunday, July 16<sup>th</sup> and 17<sup>th</sup>, **2011.**

**THE PURPOSE:** To organize and host a biennial event during which professional fine artists in Washington County exhibit and sell their artwork directly from their studios to art buyers and serious collectors from across the region.

**ELIGIBILITY:** Open to professional artists with studios located in Washington County, NY. All mediums will be accepted for consideration. All work submitted to the jury must be hand made by the artist.

The artist's studio must be a permanent working studio with safe and appropriate access for public visitation and sales.

Proof of a valid New York State Sales Tax Certificate will be required no later than June 15, 2010.

There is **NO FEE** to **APPLY** for participation in the 2011 Open Studios Tour.

**JURY:** Jamie Franklin, Curator Bennington Museum, Bennington, Vermont  
Cathy Shiga-Gattullo, former Executive Director of Hopper House, Nyack, New York.

**APPLICATION PROCEDURE:**

1. Submit Application Packet for Jury Review
  - a. Deadline - March 15, 2010
  
2. Studio Visit
  - a. The Open Studios Team will conduct a visit to the studio of each semi-finalist selected by the jury
  - b. Scheduled during April, 2010
  
3. Notices of final decision sent to all applicants by May 1, 2010

**APPLICATION PACKET:**

1. TWO CDs with 5 digital images (300 dpi jpeg formats only) of recent works. All CD's should have artist's name and phone number written on them. Images should be representative of work to be displayed during the studio tour. All images must be numbered and have artist's name. Please do NOT send images by email; work submitted by email will not be considered.
  
2. Checklist of images including artist's name, title of work, date, medium, and dimensions. Please be sure the numbers on the checklist correspond to the numbers of the images submitted.
  
3. A 25-word Artist's Statement describing your process to be read by the jury.
  
4. Resume, including media list of articles, interviews, etc.
  
5. Application form.

**SUBMISSION DEADLINE:**

Application and digital images must be RECEIVED NO LATER THAN Monday, March 15, **2010**. Notifications will be mailed beginning on April 26<sup>th</sup>, 2010. All images and support material will be kept by Open Studios of Washington County. If you would your images returned, please be sure to include a self-addressed envelope stamped with sufficient postage for return of all information.

**STUDIO VISIT:**

As the studio is an important part of the Tour, a studio visit will be considered part of the application. Semi-finalists selected by the jury will be contacted in April to schedule an appointment for a tour of their studios by a member of the Open Studios Tour team.

**NOTICES of DECISION:**

Notices of the final decision will be sent to all applicants via regular mail beginning April 26, 2010.

## **FEES and PAYMENT SCHEDULE:**

There is NO FEE to APPLY.

A non-refundable fee of \$450 to cover the cost of brochure design, distribution, advertising and administration will be required of all participants in the 2011 Open Studios of Washington County Tour.

This fee can be paid in full at any time or made in 3 equal payments as follows:

- **First Deposit:**                   **\$150 due May 15, 2010**
- **Second Payment:**               **\$150 due July 15, 2010**
- **Final Payment:**                   **\$150 due October 15, 2010**

## **ARTISTS' MARKETING DEVELOPMENT SESSIONS:**

The success of the Open Studios Tour has been largely due to the artists working together as a community. All participants in the 2011 event will be invited to attend quarterly Marketing Development Sessions to brainstorm and discuss techniques for increasing their own clientele as well as assist in overall marketing and fundraising initiatives. These sessions are free and will be facilitated by Maryann McGeorge, former SVP of Polo Ralph Lauren Corporation.

## **TIMELINE:**

March 15, 2010 – Application due

April 2010 – Studio visits for semi-finalists

May 1, 2010 - Notification of acceptance

May, 2010 - First Marketing Development Session

## **CHECKLIST:**

1. Application Form
2. Two CDs of 5 images of work, correctly labeled as specified in "Procedure"
3. List of Images with title/date/medium/dimensions
4. Artist Statement
5. Resume
6. SASE with sufficient postage only if you want images returned

**INQUIRIES:** Please direct all inquiries to:

Serena Kovalosky (518.282-9202) or email: [info@OpenStudiosWashingtonCounty.com](mailto:info@OpenStudiosWashingtonCounty.com)

## **MAIL APPLICATION PACKET TO:**

Open Studios of Washington County  
c/o 18 Davis Street  
Whitehall, NY 12887

**APPLICATION FORM**  
**2011 Open Studios of Washington County, NY**

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Studio Address, if different:** \_\_\_\_\_

\_\_\_\_\_

**Phone:** \_\_\_\_\_ **Cell:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Social Media Accounts (Facebook, Twitter, Blog, etc.)** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Medium:** \_\_\_\_\_

**Description of work:** \_\_\_\_\_

\_\_\_\_\_

**Images submitted:**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_