

SPRING STUDIO TOUR

June 7 & 8, 2008

INFORMATION FOR APPLICANTS

1. The purpose of the Studio Tours is to open the working studios of member artists to the public or to provide working member artists the opportunity to display their work and skill in a temporary venue when it is not convenient to open their studios to the public. There is an important educational goal behind the tour as well. By having the creator of the work available, the public has the opportunity to ask questions and to be shown some of the high level skills that are involved in the creation of the work. While member artists generally have work available for sale during the tour and this opportunity to offer work directly to the public is important to them, for the Arts Council such sales are secondary to the Tours' purposes. It is the CAC's goal that individual artists will become better known to the public, and the public will have a better understanding and appreciation of art and fine craftsmanship.

On the Application Form there are four types of locations for the Tour.

1. **Single Artist Studio:**
These will be identified on the tour map with a number and be supplied with the Tour kit for advertising and signage.
2. **Artists Sharing in a Working Studio:**
These will be identified on the tour map with a number and be supplied with the Tour kit for advertising and signage.
3. **Show Venue:**
These will be identified on the tour map with a number and be supplied with the Tour kit for advertising and signage.
4. **Commercial/Co-Op Venue:**
Commercial/Co-op galleries (no art work is produced at these locations) are open for business with regular hours. The public has the opportunity to walk in and see displays of art work usually from many artists, both local and distant, throughout the year. These will not be identified on the tour map with a number but will be identified in a separate category. The business address and other information will be provided in the text of the map brochure.

2. Demonstrations/Educational Displays-

In order for the Tour to achieve its goals, individual member studios need to give careful consideration to providing the public with an experience that increases their understanding and appreciation of the artist's work. Therefore, to be involved in the Tour, member artists **must** provide one or more of the following:

1. **Demonstrations** –these could be a painting on the go, a pot on the wheel or a ceramic piece being constructed, some jewelry being constructed, a basket being made, a bowl being turned.
2. **Displays** –these could be paintings at various stages of completion, pots at various stages of production, a ceramic piece at various stages of production, jewelry at its various stages, baskets from material to finish, bowls from wood block to turned piece, etc. It could be the preparation of materials –mixed paints to achieve a colour, processing reeds for a basket and so on.

NOTE: THIS REQUIREMENT DOES NOT APPLY TO COMMERCIAL/CO-OP VENUES.

3. Sale Items-

Items for sale in the studio must be related to the art/craft on display. Food products and other general items are not permitted.

4. Artists' Involvement in Advertising-

-Artists have friends, former clients and visitors to their studios. These people need to be contacted as a nucleus of potential visitors to the artist's studio. Not only will they will see the artist's latest work, but also they will likely visit the studios of other artists.

-This Tour, each participating artist, as a condition of involvement in the Tour, will be required to send out/pass out 10-20 maps to contacts who might visit the artist's studio and other studios.

Many have already done this in previous Tours, but now all participating studios will do this.

5. Application/Fee Structure-

Why is there an application stage to the Tour? The Arts Council needs to have assurance that the Tour will achieve its stated goals. This means it must have assurance from individual member artists that they not only share in the desire to reach the goals, but that they are putting in place activities/displays that will indeed achieve them.

All applicants must be paid up members of the Arts Council. If the applicant is not a member of the Council, then the membership fee and the Tour Fee must be included in the application. Should, for some reason, an applicant not meet the requirements for involvement in the tour, the full Tour Fee will be refunded to the applicant.