



An Initiative of the Stanislaus County Travel and Tourism Roundtable

# Stanislaus Artist Open Studio

SATURDAY AND SUNDAY

## April 22-23, 2017

11:00 a.m. - 5:00 p.m. Both Days

## CALL TO ARTISTS

REGISTRATION DEADLINE JANUARY 15, 2017



Artists from all cities in greater Stanislaus County and adjacent counties are invited to open their studios to the public.

### TO PARTICIPATE:

- Fill out the registration form and photo release completely.
- Pay your **participation fee of \$75 AND** turn in **all application materials** before **Jan. 15, 2017**. Checks can be made to *Stanislaus Artist Open Studio*. **NO LATE ENTRIES will be accepted.**
- Provide at least one high resolution (300dpi) photo representative of your body of work for tour book.
- Mail your entry form, photos and payment to: AOS, 1422 Fordham Ave., Modesto, CA 95350  
OR bring all materials, fees to a **Potluck Registration Party**, Sunday, Jan. 8 from 11 - 2 at 1004 McGuire Dr., Modesto (home of Lorraine Nilson). OR register at <https://aos2017artistregistration.eventbrite.com> and email all required materials before Jan. 15.

### ENTER A PURCHASE PRIZE COMPETITION\*\*:

- Enter an artwork valued between \$100 and \$400 for a chance to be chosen as a purchase prize. Up to 5 winners will have the work purchased by AOS, then we'll give it away in a prize drawing after the tour. Tourists will enter the drawing at studios as they visit. **Email a high quality image of your entry before Dec. 15, 2016 to [openstudio.stanislaus@gmail.com](mailto:openstudio.stanislaus@gmail.com)**. You **must** be a registered participant to enter. \*\*No gift certificates will be awarded this year.

### YOUR RESPONSIBILITIES AS A PARTICIPATING ARTIST:

- **You may NOT invite unregistered artists to sell work at your studio.**
- Invite friends and clients to visit your studio and purchase a tour guide. Proceeds from the tour guide pay for printing and other event expenses.
- Share event information with galleries, organizations or groups to which you belong.
- Present your studio in a professional and safe manner for ALL of the advertised hours of the event.
- Post yard signs in a highly visible location in your yard and at cross streets so people can find you.
- Pick up tour booklets, publicity materials and signage on **Sunday, March 26** between noon and 3:00 p.m. AND drop off a single art work\* for the preview event at Mistlin Gallery. Works will be displayed at the gallery on easels and pedestals for 3 days. Sign up for a time to docent at the **Preview event between Monday, March 27 - Wednesday, March 29**. \*jewelry artists may submit a small display

### WHAT YOU GET:

- A listing in our professionally designed tour booklet with your contact information and a photo of your work. Each artist will receive 5 tour booklets to sell, give away or keep.
- Free publicity through advertising, news media, posters, postcards and promotional events.
- Promotion of your studio by sharing the AOS website and Facebook page, Twitter and Instagram.
- Opportunity to share, sell and promote your art to the community and sell work with NO commissions.

Stanislaus Artist Open Studio • 1422 Fordham Ave., Modesto CA 95350

Web: <http://stanislausaos.wordpress.com/> • Email: [openstudio.stanislaus@gmail.com](mailto:openstudio.stanislaus@gmail.com)

"Like" us on Facebook at <https://www.facebook.com/StanislausAOS>

Phone 209-222-TOUR to leave a message



# 2017 AOS Artist Registration

**Complete and return before January 15, 2017**

Artist Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone (as listed in tour book): \_\_\_\_\_

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

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

Twitter? \_\_\_\_\_ Facebook? \_\_\_\_\_ Instagram? \_\_\_\_\_

Describe your artwork (as you would like it to appear in the tour book. Include medium, style, etc.): \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Are you planning to open your own studio?    yes    no

*(this can be your garage, a back room, your kitchen table... wherever you do your work)*

Studio Address (if different from above) \_\_\_\_\_

Directions including nearest cross street: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Will you be joining another artist at a different location?    yes    no    Studio Owner \_\_\_\_\_

Would you like us to help you find a space to exhibit?    yes    no

Would you be willing to mentor and host a student artist?    yes    no

By submitting this form, you agree to the following:

I have paid my entry fee of \$75.00

I am providing a high quality (300dpi) digital photo representative of my body of art in a **horizontal format** suitable for publication.

I will participate in the AOS preview exhibit March 27-29 at Mistlin Gallery.

I will do my best to promote the event, my studio and the art community.

I agree to remain open during ALL tour hours, Saturday and Sunday 11 - 5.

I agree I will NOT host unregistered artists at the risk of being suspended from future tours.

***I (name) \_\_\_\_\_ agree to release all photos and contact information to be printed in the Artist Open Studio tour guide and promotional materials.***

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

Submit this SIGNED FORM and photos no later than Jan. 15, 2017.

Mail to: 1422 Fordham Ave, Modesto CA 95350, or email to [openstudio.stanislaus@gmail.com](mailto:openstudio.stanislaus@gmail.com)

