

Sonoma County Art Trails 2017 General Information

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Sonoma County Art Trails 2017 General Information

Welcome to Sonoma County Art Trails! Being part of Art Trails is an exciting and fun experience. We are delighted to have you in our community! Art Trails provides you with many **benefits**: an extensive multi-media marketing program that includes the highly valued full-color Collector's Guide; electronic, print and radio ads; a dedicated Art Trails website; Preview Exhibits; and many other marketing opportunities; along with the Mentoring program for new Art Trails artists and the camaraderie of a very talented group of artists! The success of Art Trails relies on each artist's full and enthusiastic participation. Following is a recap of the **responsibilities, commitments and deadlines** each Art Trails artist agrees to uphold. Your pledge and dedication to fulfilling these commitments is needed. As a professional and predominantly volunteer organization none of us has the desire or time to follow-up with another artist in order to complete our assigned responsibilities. We appreciate your understanding and are grateful for your work and cooperation in continuing to make Art Trails such a highly respected, well-attended and thriving open studio program.

These are the expectations for all Sonoma County Art Trails artists:

1. I agree to hold an open studio, in my own working studio, 10 am – 5 pm for the middle two weekends in October
2. I will bring one work of specified size to the preview exhibit at Sebastopol Center for the Arts (SCA). Size specifications, delivery date, etc. will be emailed to you by SCA.
3. I agree to work a minimum of 10 hours for the greater good of the Art Trails program. (I recognize that many artists make a larger time contribution.) Or as a third year returning artist I can pay a \$200 work-hours fee in lieu of working 10+ hours
4. I agree to submit my up-to-date postal Mail List by *July 14, 2017*, if I do not have an up-to-date postal mail list I will pay the \$25 Mail List fee.
5. I understand that not submitting a Mail List by the deadline will result in being billed the \$25 Mail List fee plus a \$10 billing fee, for a total of \$35.
6. I agree to submit my electronic evaluation by Tuesday October 24, 2017.
7. I understand that by not turning in the evaluation form on time I may be suspended from Art Trails for one year.

Additional opportunities and expectations:

- Participate and show up for your Art Trails community as much as possible. Be a positive and enthusiastic representative for Sonoma County Art Trails in the larger community. The rewards come in both giving and receiving, professional connections made and friendship bonds formed.
- Attend artist receptions and two annual meetings: one at the beginning of the Art Trails season and the Art Trails wrap-up meeting.
- Participate in Art Trails mini-preview exhibits around the county.

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Mission Statement & Governance

Sonoma County Art Trails Mission Statement: Explore Engage Collect

Sonoma County Art Trails is the fall county-wide open studio program presented by the Sebastopol Center for the Arts. This annual self-guided tour of artists' studios provides a unique opportunity for the public to EXPLORE the backroads, ENGAGE with artists in their working environments, learn about their processes, and COLLECT fine art. The program is intended for established and emerging artists who are actively producing high-quality work meeting the program's selection criteria.

Sonoma County Art Trails promotes the arts as a significant Sonoma County asset and increases public awareness about the quality and diversity of art created in our county. The event also helps to support artists by providing a venue in which artists can exhibit and sell their work.

Sonoma County Art Trails Governance

The Sebastopol Center for the Arts (SCA) is a 501 (c)(3) nonprofit organization with a mission of "enriching lives through the arts." SCA works to make the arts visible and accessible for residents and visitors to Sonoma County. Sonoma County Art Trails is a juried program for visual artist members of the Sebastopol Center for the Arts.

The Board of Directors of the Sebastopol Center for the Arts governs Sonoma County Art Trails. The Art Trails Steering Committee oversees the Art Trails program. The Steering Committee is comprised of representative Art Trails artists and an SCA Board representative(s). The Steering Committee initiates policy and assists with the administration of the program. The Art Trails Steering Committee meetings are open to all Art Trails members.

Steering Committee:

It is the responsibility of the Committee to ensure the growth and ongoing vitality of Sonoma County Art Trails. The Committee sets, defines and implements policy, the long range direction of the program, and stays abreast of the general operations and finances. With administrative support from SCA and its staff the fundamental goal is to annually create a smooth running well organized Art Trails program benefitting the greater good of the Art Trails artists.

Guidelines & Policies

DEFINITIONS

Sonoma County Art Trails: A juried, self-guided open studio event, devoted to educating the public about the visual arts in Sonoma County. The program showcases the art, creative processes, and working environments of professional Sonoma County artists who are juried into the program.

Sonoma County Art Trails Artist: A person who has successfully juried into the Sonoma County Art Trails program. S/he must be a legal resident of Sonoma County and agree to follow the Sonoma County Art Trails policies, requirements, and responsibilities. (For brevity, references to Sonoma County Art Trails artists will be made as artist.)

Sonoma County Art Trails Studios:

- The artist must create at least 80% of their work in their Sonoma County studio.
- Studios are to be clean and safe for the public.
- Studio presentations must provide an educational experience for the public.
- Works of non-Sonoma County Art Trails artists may not be displayed or offered for sale during Art Trails. An artist found promoting and/or selling non-Sonoma County Art Trails artists' work will be dismissed from the program for one year and required to re-jury to return to the program.
- Artists must show in their own studios.
- Studios must be open and the artist present during all four days of Art Trails.
- In rare situations where a Sonoma County Art Trails artist is showing in a shared studio space, s/he MUST agree not to allow non-Sonoma County Art Trails studio mates to exhibit during the event.
- Safety and Presentation: Basic standards of cleanliness and safety must be observed. Your display or exhibit should be professionally handled with attention to clear, clean and uncluttered presentation. Clearly mark steps and other areas that could present safety concerns. If you have pools or ponds block those areas off or provide supervision. Be conscientious that some visitors have allergies or fear of pets.

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A. ELIGIBLE ARTWORK

All work exhibited in your studio must be of professional quality. Sonoma County Art Trails is intended to be a showcase for original artwork; your art must be consistent with that initially submitted for jurying.

A sufficient quantity of work should be gallery ready (professional quality), i.e. framed, matted, mounted, or otherwise ready for the purchaser to hang or otherwise display.

Reproductions Policy: "a modest amount of artist's work offered for sale in the studio may be manufactured by others or commercially reproduced, if it is done strictly from the artist's original design and produced under the artist's supervision. **These works must be clearly labeled as commercial reproductions or manufactured items and should not exceed 20% of the overall inventory.** They may be offered to the public through the display of one example of each such work, with others available in drawers, bins, or stacks, so that the preponderance of work visible in each studio continues to be original art."

New Artwork (for returning artists only): You may show work in a new medium without re-jurying; however, this new work must not exceed 25% of your entire display, be in an approved Sonoma County Art Trails medium (refer to list of media) and be of high quality. This un-juried artwork will not add a second medium listing in the catalog. To add a new/additional medium to your listing in the catalog you must apply in the new medium category and be juried in.

Goods/services other than those relating to your artwork may not be for sale and no unrelated manufactured or commercial goods shall be exhibited or sold.

B. STUDIOS

Works of non-Sonoma County Art Trails artists may not be displayed or offered for sale. An artist found promoting and/or selling non-*Sonoma County Art Trails* artists' work **will be dismissed from the program for one year and will be required to re-jury to return to the program.**

Artists must show in their own studios. All studios must be open and the artist present during all four days of the event.

In rare situations where a Sonoma County Art Trails artist is showing in a shared studio space, s/he **MUST** agree not to allow non-Sonoma County Art Trails studio mates to exhibit during the event.

Sonoma County Art Trails is an educational program allowing the public into your workspace. Your workplace should retain the atmosphere of art making. Educating the public to the processes, materials, and tools used in your work must be a part of your open studio.

Artists should demonstrate their processes and techniques, display their tools, show step-by-step examples of their art, or in some manner actively seek to educate people about their work. This will also enhance sales. If you have reproductions for sale in your studio, a display conveying how the artist interfaces with an industrial process featuring the artist, as designer, would be very positive. While demonstrations may not be possible, the use of photos, video, works-in-progress, and other methods can be very effective.

Prepare to handle the **traffic and parking** of about 100-200 visitors per weekend and about 10-20 at any given time. Post sufficient signage to assist visitors, keeping in mind that many are coming from outside Sonoma County. Signs should be prominently displayed, far enough from the studio to attract passing attention and close enough to guide the visitor directly to your door. Artists living in proximity should collaborate on signage. Please get permission of property owners to place signs on private property, and don't post signs on city property or Caltrans signs.

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C. SONOMA COUNTY ART TRAILS SIGNS

Each year, each participating artist is provided with three (3) 24" wide x 32" high blue Coroplast Art Trails signs preprinted with the Art Trails insignia. Each artist is responsible to:

- Create and add their studio number and directional arrows to their signs.
- Determine how to display the signs (build a sandwich board; purchase "H" stakes, etc.)
- Determine where to locate each sign
- Put up and take down their signs for each Art Trails weekend.

Additional signs may be ordered and purchased for \$6.00 per sign at the time you complete your application.

Signs will be used on the open studio weekends, and must be removed between the two weekends, and promptly (by Monday noon) after the final day. **Failure to comply will result in a fine of \$25 per artist, per sign, per day for signs left posted on city or county roads or on private property, and \$100 per day, per sign, per artist for signs left posted along a state highway.** For shared signs these penalties will be administered to each artist whose studio is listed on a sign that is out of compliance. Any fines must be paid in full before you will be allowed to participate in the following year's Sonoma County Art Trails event. Failure to immediately pay fees may result in suspension of the artist for 1 year.

Participating Sonoma County Art Trails artists may use the Art Trails logo to display at their studios and mention themselves as Art Trails members at exhibits and in personal promotion for the duration of their yearly membership. Artists on sabbatical in good standing have use of the logo for the year they are on sabbatical. Such identification will promote both the artist and the program. Sonoma County Art Trails signs however, should only be used during the Open Studios.

D. PROGRAM REQUIREMENTS

NEW Sonoma County Art Trails Artists:

- a. **must** attend the mandatory Orientation Meeting (see timeline for dates, time and location)
- b. will be on probation for the first year.

It is the responsibility of the artist to collect, report & pay sales tax to the State Board of Equalization. A resale license is required. Some cities may also require a business license. It is strongly recommended that you have liability insurance covering your studio for the duration of the two weekends.

Sonoma County Art Trails requires that each artist **work a minimum of 10 hours** in a support capacity. Artists who do not fulfill work hours and who have not made prior arrangements with the Art Trails Committee/SCA Staff will be billed at the opt-out rate. The opt out fee of \$200 is available for third year returning Sonoma County Art Trails artists although most prefer to contribute their 10 work team hours and more. See Work Team section for job descriptions including time of year the duties are to be performed.

Protect the privacy of Sonoma County Art Trails members by not using their email addresses for business, political, or solicitation purposes.

Sebastopol Center for the Arts holds an **Art Trails Preview Exhibit** and reception prior to the event. **Each artist is required to exhibit an original, recent piece that is available for purchase.** Size limits, noted in the guidelines for the exhibit, will be enforced due to limited gallery space. Your piece should reflect the quality of your work and be representative of what visitors will find at your studio. Preview Exhibit Artists agree to a 35% donation to Sebastopol Center for the Arts on the sale of their work.

Evaluation - Each artist is required to fill out the online **Artist Evaluation**. A link is emailed to you. The Artist Evaluation helps us determine the number of visitors and revenue. **Failure to return the Artist Evaluation by the stated deadline will result in a one-year suspension from Sonoma County Art Trails, after which point you will be required to re-jury into the program.**

Art Trails Sabbatical Policy:

Artists who have been active Art Trails artists for two or more years may elect to take a 1 year (12 month) sabbatical. To take a sabbatical the artist must:

- Notify Sebastopol Center for the Arts (SCA) by selecting the "Sabbatical" option in the Art Trails application.
- Pay the \$20 Sabbatical Administrative fee
- Retain SCA membership

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During their sabbatical year:

- SCA will include the sabbatical artist in all Art Trails communications.
- The sabbatical artist is eligible to participate in Art Trails workshops and unique gallery invitations.
- The sabbatical artist is not eligible to open their studio during the Art Trails event nor exhibit art at any Art Trails Preview exhibits.

Upon return from their 1 year sabbatical, the Art Trails artist does not have to rejury into Art Trails.

Emergency - In case of an emergency during the open studio weekends, you must report a problem to the SCA Staff immediately. If your call goes to voicemail, leave a message and include contact information. Notify the nearest Sonoma County Art Trails neighbor so they can notify visitors; post a clear explanation at your studio. **It is important to have a backup plan and someone who can fill in should an emergency arise. It is imperative that your studio remain open if at all possible.**

Studio Check - To monitor compliance with the Guidelines and to provide feedback for artists, SCA representatives are assigned studios to visit. SCA visitors introduce themselves to the artist when visiting. A simple checklist will be completed for each studio. Any problems will be referred to the Art Trails Steering Committee for resolution with the artists. This procedure is intended to be engaging and helpful.

E. CATALOG AND PUBLICITY

All artists should update their publicity images/info yearly. Images of artists at work or interacting with visitors are often best. Images must be labeled according to directions for image submission.

Each artist is allotted 25-50 catalogs for distribution in your area and in your studios.

F. MAILING LIST

Each artist is **required** to submit an up-to-date mailing list. Names on your list will be sent a catalog. Mailing lists are to be submitted directly to the mail house. Instructions regarding mailing list submission will be emailed to you by SCA Staff. When you send your mailing list, you'll indicate how many names are on your list for a receipt confirmation. For this mailing, all individual addresses are combined into a single Sonoma County Art Trails mailing list, so it is recommended that you keep a copy of your own list. Please be aware that the catalog mailing list you submit can be used for any and all Sonoma County Art Trails purposes. Artists who do not have a mail list will pay the \$25 Mail List Fee with their application. Artists who do not submit their mail list by the deadline will be billed the \$25 mail list fee + a \$10 billing fee for a total of \$35.

DEADLINES ARE FIRM. Failure to meet deadlines could result in the artist being placed on a one-year leave of absence. No artist may open his/her studio without agreeing to all terms and conditions of the Art Trails program.

Image Format for Catalog - Digital Only

File size: may be up to 2.5MB.

1. File format: .tif or .jpg (JPEG) is acceptable also. If your camera takes JPEG images (most compact cameras do), set the image quality to Super or the highest available image size and quality.
2. Image size: at least 3" on the long side at 300 dpi (resolution) (900 pixels) or 12.5" at 72 dpi (the resolution some cameras provide). If you don't understand this, just send the file from your camera at high quality settings. Always remember to save it to disk.
3. Color space (or mode): RGB or Grayscale (for black-and-white images).
4. File naming: name files **lastname-firstname-1a** and **lastname-firstname-1b**(use lowercase text, no spaces)

Providing Quality Images

The best advice is to take your work to a professional photographer who has a studio and experience photographing art. Such a person has better cameras, lighting, lenses, metering and technique than you do. Tell the photographer that the images are for a print publication. The following suggestions are for planning and evaluating pictures, whoever photographs them:

Look at your artwork in strong light from different angles. Is it irregular in shape, warped, blemished, highly reflective, framed (frames cast shadows), or reliant on details in the dark areas? These are all typical problems; you may want to choose another work.

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Your work will appear at a small scale in the publication; select work which will look attractive at that size with: strong colors, clear shapes and texture and good contrast. Avoid too much fine detail or subtle color gradients. Highly detailed work may benefit from using a close-up section of the work. Three-dimensional works require a background of contrasting color, usually gray, black or white. Make sure there is enough depth-of-field so all of three-dimensional work is in focus. Be sure that your images do not contain distracting elements. **Note: images that are square or horizontal will appear larger on the catalog pages than a vertical image.**

For good publicity pictures, choose interactive shots with you at work including the artwork in progress with materials, equipment and location if possible. Maybe show a little-known stage in your process. These shots may need to be somewhat staged and it is important to be near or adjacent to your work as photos often get cropped. Pictures with you interacting with the public are also good. Have fun; perhaps take some shots from odd angles, from above or below. Make sure there is good lighting and avoid deep shadows.

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Work Teams

Artists are required to work a **minimum of 10 hours** for Art Trails. Third year artists may pay \$200 in lieu of the work hours, along with the Art Trails fee. Artists who do not fulfill their work hours will be billed \$200 to be paid prior to the submitting an application for the following year in order to continue to participate in Art Trails. Artists are assigned to work teams, which have a designated team leader to coordinate tasks. Team leaders work closely with SCA Staff. Prior experience is very helpful and artists may indicate 3 choices for work teams. Please read descriptions and indicate 3 preferences on the application.

Please note that all preferences are considered but not guaranteed. Sonoma County Art Trails relies on the participation of its artists. Please take your assigned work team seriously. **It is your responsibility to report your work hours to (Steve Bockman at steve.bockman@sonic.net)**

If you do not receive a work assignment by September 1, it is your responsibility to contact Linda Galletta - lindag@sebarts.org.

Team Job Descriptions:

Administrative: Administrative assistance to include processing applications, image file management, data entry, etc. Familiarity with Excel & Word is mandatory. Spring / Summer / Fall / Winter. **Team Leader: TBD**

Catalog Distribution: Distribute catalogs primarily throughout Sonoma, Marin and Napa Counties with additional distributors needed for San Francisco, Bay Area and Sacramento. If your commute takes you to these areas, we would appreciate your help. You will be provided with drop off locations noted by the chair. Driving and some lifting required. A driver's license and proof of insurance must be submitted to team chair prior to the task. September / October. **Team Leader: Rene Dayan-Whitehead**

Catalog Proofing: The Proofing Committee assists in editing the catalog information to ensure accuracy. Must work well with others and be detail-oriented. July/Aug **Team Leader: TBD**

Education: The Education Committee is responsible for outreach - notifying educators and educational organizations about the value of visiting Sonoma County Art Trails studios and the Preview Exhibit. The Education Committee will develop a docent program for the Preview Exhibit, which will provide tours for students K-12. Must work well with others, and have strong communication skills. Summer / Fall. **Team Leader: TBD**

FaceBook/Online Networking: This committee leverages the free publicity and networking available through FaceBook and other social networking sites to increase visibility of Sonoma County Art Trails and the individual Art Trails artists. Year- round **Team Leader: TBD**

Farm Market Program: takes place in **September** at various farmers' markets around Sonoma County and beyond. Requires a commitment of specific hours and dates, the transport and setup of a your own small table and an umbrella for shade to the market, and adherence to the rules of a particular market, including the location of the table and the hours for setup and breakdown. Artists share information about Art Trails, hand out catalogs and invite people to visit studios. Artists are encouraged to show samples of their work and/or demonstrate their process. They can hand out their own postcards or brochures, but are not permitted to sell work. Members of this team must be able to lift a box of Collectors Guides (40lbs.) and provide their own table and shade umbrella. **Team Leaders: Abby Bard**

General Meeting & Wrap Up Meeting / Potluck: Assistance for General Meeting & Wrap Up Meeting preparation to include setup / hospitality /hosting / clean-up. December. **Team Leader: TBD**

Map: The Map Committee locates all artists on the map for the Sonoma County Art Trails catalog, which entails cross-checking and renumbering new/returning artists, as well as reviewing the catalog maps for necessary edits. Must be detail-oriented. May. **Team Leader: John Chambers**

Marketing / Publicity: The Marketing / Publicity Committee works directly with SCA Staff in identifying print, radio, and internet publications in which to feature Sonoma County Art Trails and its artists. Responsibilities include drafting editorial proposals, feature articles, and press releases. The Committee will assist with contacting media outlets and place follow-up

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phone calls to better leverage the program. Must be personable and possess strong verbal communication skills. Spring / Summer / Fall. **Team Leader: Jan Schultz**

Mentoring: Help first-year Sonoma County Art Trails artists make sure their body of work, studio presentation, and marketing efforts are as professional as possible. A mentor is assigned to EVERY **new** Sonoma County Art Trails artist. Mentors are experienced professional Sonoma County Art Trails veterans who will enthusiastically engage with their assigned "protégés" starting mid-June, visit their protégés' studio by July 31, and continue their mentoring role through post-event stages, offering suggestions & guidance, answering questions and building a relationship with the new Art Trails artists. **All mentors must attend a 1 hour Mentor Training meeting on June 16 from 4:30-5:30pm** as well as attend the New Artists meeting and potluck from 5:30-8pm June 15. **Team Leader: Teri Sloat**

Preview Exhibit: September/October Duties include:

1. Exhibit take in and pick up of artwork for the Exhibit. Must be detailed oriented and friendly.
2. Installation: Organize, arrange, and install artwork for Preview Exhibit. Must be detail oriented, physically capable of lifting and installing 2D and 3D artwork, bring hammer.
3. Lighting: Volunteer works with SCA's Visual Arts Director to set lighting for the Exhibit. Must have knowledge on handling track lighting and be physically capable of climbing an 8' ladder.
4. Gallery prep: responsible for pre and post Preview Exhibit patch/paint of the SCA Gallery, insuring that all walls, pedestals, and partitions are adequate for the upcoming exhibit.
5. Reception/Celebration: Assist with the reception to include food and supplies, setup, clean-up.

Signs: this committee cleans existing 4 x 4 highway signs; transports signs from SCA to printer, and from printer back to SCA; installs signs at designated locations throughout the County and returns signs back to SCA after the open studio weekends. Must have truck or van to transport signs and physical strength to dig post holes. Members of this team must find and secure new and replacement sign locations. July / Oct **Team Leader: Wayne Reynolds**

Speaker's Bureau: Give presentations on Sonoma County Art Trails to community groups or businesses, and radio or television interviews. Also responsible for updating business contacts and scheduling presentations. Must possess good public speaking skills and be well-informed about the Sonoma County Art Trails program. Sept/ Oct **Team Leader: TBD**

Window Displays: Contact venues and create retail window exhibits of artwork and program info. Coordinate receiving/returning artwork and create simple labeling and signage as necessary. Must be able to work in small spaces, have strong display skills. May work alone or with small group. Sept / Oct **Team Leader: TBD**

Fees:

Application fee (new artists only) \$40 / \$25 SCA Members
Membership to SCA: \$40 annually
Art Trails fee: \$425
In lieu work fee: (available only to third year artists) \$200
Extra signs (optional): \$6 each
Sabbatical administration fee: \$20
Opt-out Mailing list fee: \$25

Sebastopol Center for the Arts membership is required to participate in Sonoma County Art Trails. Individual membership is \$40 and, although not required for the application, we invite new artists to join now to take advantage of a reduced members' rate to apply. For information about Sebastopol Center for the Arts, visit www.sebarts.org

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Preview Exhibits and Mini-Preview Exhibits Important Dates

Venue	Delivery Date	Pick Up Date	Reception Date	Commission	Details	RSVP to Contact
Corrick's/MDTF 637 Fourth St Santa Rosa 707.546.2424	Aug 29 & 30 10am - 5pm	Oct 31 & Nov 1 10am - 5pm	Sept 2 5pm - 7pm & Oct 7 5pm- 7pm	50% artist 50% gallery	2D Max 600 square inches including frame 3D 48"x48" x 6' maximum, 50 lb. or less	By August 28 RSVP: Sally Baker knsbaker@yahoo.com 707.829.0 396
Gallery One 209 Western Ave Petaluma 707.778.8277 May 9 - June 12	Sept 1 - 3 11am - 4pm	Oct 23-24 11am - 4pm	Sept 9 5pm - 8pm	60% artist 40% gallery	2D maximum: 30"w x 42" h 3D maximum: - 36" width - 24" depth - 7 ft height - 50 lbs or less	By August 28 RSVP: Jan Schultz 707.664.9292 JanMetalArt@gmail.com
Sebastopol Center for the Arts* 282 S. High St Sebastopol 707.829.4797 * this exhibit is mandatory	Sept 25 11am - 6pm	Oct 23 11am - 6pm	Sept 29 6pm - 8pm	65% artist 35% gallery	2D Max 1000 square inches including frame, 3D 48"x48" x 6' maximum, 50 lb. or less; Jewelry: special instructions	Linda Galletta 707.829.4797 ext. 306 lindag@sebart.org
Stones Throw 15 Charles St Cotati 707.242.6669	TBD 11am - 3pm	TBD 11am - 3pm	TBD 6pm-8pm	60% artist 40% gallery	2D maximum: 30"w x 42"h framed 3D maximum: 36" x 24" maximum around 60" max height 50 lbs or less	By August 28 RSVP: TBD
Healdsburg Center for the Arts	TBD	TBD	TBD	TBD	TBD	TBD

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Media Categories Descriptions

Ceramics	Original clay and porcelain work only. Can be functional or sculptural. No machine-made or commercially mass produced work, no ceramic green-ware.
Digital Art	Images made with the assistance of computers.
Drawing	Works created using dry media including chalk, charcoal, pastels, pencil, wax, crayons, etc. or from fluid media such as inks and washes applied by pen or brush.
Fiber Arts	Includes, but is not limited to: leather, weaving, clothing. No pre-manufactured wearable items, regardless of additional modification or enhancement by the artist.
Furniture	Original work created as furniture in any media. No purchased wood furniture regardless of additional modification or enhancement by the artist.
Glass	Hand blown, fused, slumped, and stained glass. No pre-manufactured items, regardless of additional modification or enhancement by the artist.
Jewelry	Handmade jewelry using precious or non-precious materials. All jewelry displayed must have been juried in the jewelry category. Work can not contain more than 15% commercially available findings or materials not made by the artist. This includes but is not limited to: beads, pearls, gemstones, metal parts such as neck chains and clasps. No work made solely of restrung beads and commercially available parts.
Mixed Media	Original work incorporating more than one material.
Painting	Original works from oils, acrylics, watercolors, pastels, etc.
Photography	Photographic prints must be made from the artist's original.
Printmaking	This category is for prints created by using a transfer process of producing original art, usually in multiples. An image is created on a surface other than paper, for transfer to paper or other material.
Sculpture	Original work of any material.
Woodworking	All original work in wood that is hand-tooled, machine worked, turned, or carved.

Sonoma County Art Trails

A Program of the Sebastopol Center for the Arts

October 14 - 15 and October 21 - 22, 2017

Application Deadline for Returning Artists Monday, May 1, 2017

Application Deadline for New Artists Monday, May 1, 2017

Important Dates

Meeting dates, times, locations are subject to change.

- Mon. May 1** **Application Deadline for Returning Artists - online application only**
- Mon. May 1** **New Artist Application Deadline Part 1 - online application only**
Mon. May 8 **New Artist Application Deadline Part 2 - artwork delivery for jury, Noon - 3pm**
SCA, 282 S. High Street, Sebastopol, 95472 12-5pm, Auditorium
- Tues. May 9** **Jury Day - 1pm**
Wed. May 10 **New Artist Pick Up Artwork from Jury Day - Noon - 3pm**
- Thurs. June 15** **Mentor Training - mandatory for Art Trails Mentors 4:30 - 5:30pm**
New Artist Orientation - mandatory for new artists 5:30-6:30pm
Kick off / Pot luck - for all new and returning Art Trails Artists 6:30-8:00pm
Little Red Hen Dining Room, 282 S. High Street
- June 23 & 24** **Collector's Guide Proofing, 282 S. High St.**
Friday, June 23, 4-6pm
Saturday, June 24, Noon - 2pm
Proofing also be available online. Link sent via email
- Collector's Guide proofing at SCA
June 23 & 24**

No changes after June 24.
- Sat. July 22** **Marketing Workshop 9am - 4pm Dining Room**
- Fri. July 29** **Deadline to submit mailing lists**
- Mon. Sept 25** **Deliver art for Preview Exhibit at Sebastopol Center for the Arts**
Pick Up Studio Collector's Guides & Signs
Monday, Sept 25, 282 S. High St, 11am – 6pm
- Fri. Sept 29** **Preview Exhibit Opening Reception 6-8pm at the Center for the Arts, 282 S. High St.**
- Oct. 14, 15** **Sonoma County Art Trails Open Studios Event**
Oct. 21, 22 10am-5pm SCA Gallery open extended hours
- Mon. Oct. 23** **Pick up unsold art from exhibit**
11am-6pm SCA Gallery
- Tues. Oct. 24** **Deadline to submit online evaluation form**
- Tues. Nov 14** **General Wrap-up meeting 6-8:30pm**
Wrap-up and potluck social
Dining Room, 282 S. High Street, 6pm

For Questions about 2017 Sonoma County Art Trails contact:

Marsha Connell	527-7754	marsha@marshaconnell.com
Jan Schultz	664-9282	janmetalart@gmail.com
Linda Galletta	829-4797	lindag@sebart.org