

# Sonoma County Art Trails

## New Artist Information

A Program of the Sebastopol Center for the Arts

October 14 - 15 and October 21 - 22, 2017

Application Part 1: **online application Deadline Monday, May 1, 2017**

Application Part 2: **deliver artwork Monday, May 8, 2017, Noon - 3pm**

Application Part 3: **pick up artwork Wednesday, May 10, 2017, Noon - 3pm**

Being part of Sonoma County Art Trails is an exciting and fun experience. Sonoma County Art Trails provides juried Art Trails artists 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 Sonoma County Art Trails website ([www.SonomaCountyArtTrails.org](http://www.SonomaCountyArtTrails.org)); 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. Each Art Trails artists' pledge and dedication to fulfilling these commitments is imperative. 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 and are grateful for the work and cooperation of each artist in making Sonoma County Art Trails such a highly-respected, well attended and thriving open studio program.

### If juried into Art Trails, these are the expectations:

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.)
4. I agree to submit my up-to-date postal Mail List by July 14, 2017 or if I do not have an up-to-date postal mail list I will pay the \$25 Mail List fee. 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.
5. I agree to submit my electronic evaluation by Tuesday October 24, 2017. I understand that by not turning in the evaluation form on time I may be suspended from Art Trails.

### 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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Read all of the information below to ensure you fulfill all submission requirements by the specific deadlines.  
**Late or incomplete applications are not accepted.**

### Application

The application process for new artists involves three steps:

1. Completing the on-line application, uploading images and paying the application fee
2. Delivery of art for jury consideration on Monday, May 8
3. Pick up of art at completion of jurying on Wednesday, May 10

### Fees

- The Application Fee is \$40 for non-members; \$25 for Sebastopol Center for the Arts' members.
- If juried into the Sonoma County Art Trails program, Sebastopol Center for the Arts membership will be required. Individual membership is \$40. Although membership not required to apply to Art Trails, consider joining SCA now to take advantage of the reduced members' rate. For more information about Sebastopol Center for the Arts, visit [www.sebarts.org](http://www.sebarts.org)
- The Sonoma County Art Trails program fee is \$425, payable upon acceptance to the program.

### Jurying Process

Sonoma County Art Trails is intended for established and emerging artists who are actively and consistently producing high quality professional art work that meets the program's criteria. An impartial panel of jurors determines which bodies of work are juried into Art Trails. The jury process is not an art critique and jurors do not provide feedback.

- The Jury Panel is different each year and Jurors have expertise in 2-Dimensional and 3-Dimensional arts.
- Selection for Sonoma County Art Trails is made by the Jury solely upon their review of the six digital images and one original piece of art you submit.
- Jurors do not know the artist names, and are not given the artists' statement, biography or resume. However answers to your questions, and information in your artists' statement may be used to clarify questions when reviewing your images and art. Jurors will be provided your answers to questions B-G under "Information You Will Provide in Online Application" (see page 5).
- There are no quotas allocated to a specific kind of media or to how many new artists are selected for the program.

### Jurying Selection Criteria

Based solely on the six images and one original piece of art jurors determine if the body of work submitted meets the following criteria:

1. The body of work indicates a consistent technical proficiency with the medium and demonstrated understanding of formal elements of art.
2. The body of work reflects a coherent individual style and originality.
3. Works assembled from prefabricated materials reflect a creative element that is more than the sum of the parts.
4. Images and submitted piece demonstrate a level of professional presentation expected in a gallery setting.

### Jury Composition

The jury is comprised of art professionals from different segments of the field. Jurors have backgrounds such as professional artists, art instructors, gallery directors, or curators. Jurors represent a wide range of knowledge of fine arts and crafts. The Sebastopol Center for the Arts Board and Staff and the Art Trails Steering Committee do not participate in determining which submissions meet the program's criteria and are not on the jury.

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### Studios

- Each artist must create and show in her/his own studio or work space.
- Commercial storefronts and/or showrooms that are regularly open to the public during business hours are not eligible to participate in Art Trails unless this is also your full-time studio.
- All applicants must be full-time residents of Sonoma County and have their studio in the county.
- Artists who collaborate can apply together only if all the work they intend to show is collaborative; they will have one image & listing in the catalog, one piece in the Preview Exhibit and will pay one fee.
- Couples who produce separate work will have two catalog listings and will pay two Sonoma County Art Trails program fees.

### Image Submission for Jury

- Submit six (6) digital images representative of your best, and most recent (within the last 2 years) work in one media. Images should be of a professional quality and demonstrate the work that visitors would see during Sonoma County Art Trails Open Studios. Images must adhere to the file type & naming protocols detailed below to be considered by the jury. Each image must be described with title, medium, dimensions and date.
- Submit one (1) digital image of your studio.
- You will be juried in one media category (e.g. ceramics, painting, etc.). Artists who want to be juried into a second media category must submit an additional 6 images with descriptions, indicate second media category on the application, and add an additional \$10 application fee.

Consider the following when selecting your images:

- Do your images reflect a consistent body and style of work? Is there a similarity in style, theme or treatment of visual elements? Does your work look like the same person created all of it?
- Is the technical proficiency consistent in your images? Are the finished pieces unique works of art, reflecting originality and individuality?
- Is the quality of the images good? Are the images difficult to see or distorted? Do your images have washed out colors, shadows, or glare? Do images contain distracting elements such as fingers, chairs used to prop up work, etc.?
- If you are unsure of how to take quality images of your work consider having photos taken by a professional photographer.

### Digital Image Requirements

Sebastopol Center for the Arts does not provide assistance to create file formats for images. **Images formatted and/or named incorrectly will not be considered by the jury.** Images provided for Jurying do not need to be print quality. If you are accepted, you will submit a higher-resolution image for the catalog.

Upload your six art images plus your studio image with your application. Each image file should be labeled with your last name-first name and numbers 1-6 (example Smith-Jill-1.jpg). Studio image should be last name-first name-studio (example Smith-Jill-studio.jpg). **Name your image files on your computer before you begin the online application.**

**File Type:** .JPG

**File Size:** 150 dpi, maximum dimensions 10"x10", maximum pixels 720x720. **Images should not be over 2.5MB**

**Filename:** LastName-FirstName-imagenumbers.jpg for example: Smith-Jill-1.jpg  
Do not use any quotes ("), slashes (/), or periods (.) Other than the separation between filename & the filename extension. Use alphabetical-numeric only.  
With dashes (-) used to separate

**Filename Extension:**

The filename MUST have the .jpg extension.

Please make sure your files show this extension when listed.

**Example:** Smith-Jill-1.jpg, Smith-Jill-2.jpg, Smith-Jill-3.jpg, etc.

**Upload your images during the online application process.** For questions, email [info@SonomaCountyArtTrails.org](mailto:info@SonomaCountyArtTrails.org)

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### Image Descriptions

Descriptions for each of the six (6) digital images are required in the online application. See below for an example.

<i>Image Filename</i>	<i>Title</i>	<i>Medium</i>	<i>Dimensions</i>	<i>Date</i>
Smith-Jill-1.jpg	Sunset	oil on panel	5" length x 7" width	2015
Smith-Jill-2.jpg	Apparition	oil on canvas	30" length x 40" width	2016

### Hand Delivered Artwork Submission on Monday, May 8, 12pm-3pm:

- Two-dimensional work must not exceed 36" x 36" including mat and frame.
- Three-dimensional work must not exceed 50 lbs.
- Work must be labeled on the back / bottom with your name, media category, and phone number.
- Artists who would like to jury into two media categories must submit two original pieces.
- Your work may be delivered & picked up by someone other than you.
- Work must be picked up Wednesday, May 4, 12pm-4pm.

### Acceptance:

- Acceptance notices will be emailed by May 15, 2017.
- Accepted artists will be sent additional instructions for submitting catalog information, paying the \$425 Art Trails fee and also assigned a Sonoma County Art Trails mentor who will set up an appointment to visit your studio to check for public safety issues and to provide additional helpful information.

### Accepted Artists

- Artists selected for the program will pay the \$425 program fee, submit a catalog image, provide an address for their studio location, indicate a preference for a work team, provide a resale license number and attend a mandatory orientation meeting.
- The **MANDATORY** orientation meeting/potluck for new artists is **Thursday, June 15, 5:30pm**. Additional information will be presented at this meeting. The Pot Luck social with all 2017 Art Trails artists will follow this meeting on the same evening.
- All studios must be open both weekends, with artists present for the duration of the event.
- All Artists are required to exhibit one original piece in the Preview Exhibit at Sebastopol Center for the Arts, and the piece must be for sale.
- All artists are required to submit a postal mailing list with a minimum of 35 names. Artists who do not have a mail list will pay the \$25 mail list fee. Artists who do not submit their mail list by the deadline will be billed the \$25 mail list fee plus a \$10 billing fee for a total of \$35.00
- As a member of Sonoma County Art Trails you **AGREE** to work a minimum of 10 hours to help facilitate the success of the program for all participants. Descriptions of the work teams are included in the Sonoma County Art Trails General Information packet. When you are accepted, you can request the work team that best suits your interests and skills. Placement on your preferred team is NOT guaranteed.

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### Online Application

1. Review the application information carefully before going online to fill out and submit the application. You cannot save the application and return to it later.
2. Read the image submission and image/file labeling instructions, name your files according to the protocols & save them on your computer **before** going online to fill out the application.

### Information You Will Provide in Online Application

**A. Contact Information:** The information you provide (B-G below) will be used to jury your application: First Name, Last Name, Studio Address, City, Zip, Phone Number, Email, Website, Mailing Address (*if different from studio address*).

**B. Media Category:** Indicate one media category in which your work will be juried. Descriptions of media categories are on subsequent pages. Artists who want to be juried into a second media category must submit an additional six images, descriptions and an additional \$10 jury fee.

Media categories are:

<input type="checkbox"/> Ceramics	<input type="checkbox"/> Furniture	<input type="checkbox"/> Painting	<input type="checkbox"/> Sculpture	
<input type="checkbox"/> Digital Art	<input type="checkbox"/> Glass	<input type="checkbox"/> Photography	<input type="checkbox"/> Woodworking	
<input type="checkbox"/> Drawing	<input type="checkbox"/> Jewelry	<input type="checkbox"/> Printmaking	<input type="checkbox"/> Fiber Arts	<input type="checkbox"/> Mixed Media

In the application, you will answer each of the following questions in 100 words or less:

**C. Art Process:** Describe the major steps in making your art. This information will be made available to jurors. Note elements that you do not make yourself and items incorporated in your work; i.e. stands, beads or fasteners.

**D. Artist Statement:** This information will be made available to jurors.

**E. Education:** Describe how you might incorporate an educational component. Education must be part of your Open Studio. Demonstrations may not be possible, but photos, video, works in progress, and other methods can be used.

**F. Studio Workspace:** Commercial storefronts and/or showrooms that are regularly open to the public during business hours are not eligible to participate in Art Trails unless this is also your full-time studio. Include approximate size and relationship of studio to your home (e.g. is your studio a separate building or a part of your living space). In addition to your studio, will there be other areas set up for exhibition? Is there sufficient parking and will your neighbors be affected? If we anticipate a problem with the physical setting we may review it with you before the jury process.

**G. Accessibility & Parking:** Roads to your studio must be accessible with no difficult parking restrictions. Your neighbors may experience large numbers of visitors. If you reside or work in a Planned Unit Development (PUD), your rules and regulations (CC&Rs) must allow for your participation. Studios should be prepared to handle and park 100-200 visitors per weekend; about 10-20 at any given time. Art Trails studios come in all shapes and sizes. Your studio information is used only in determining safety and accessibility.

- There is on-site parking for approximately \_\_\_\_\_ cars.
- My studio is wheelchair accessible. If yes, a wheelchair symbol is included in your listing. This is NOT a requirement for participation. Refer to Americans with Disabilities Act for specific requirements.

**H. Policies and Procedures Agreement:** Read all the Sonoma County Art Trails Policies listed in the General Information 2017. You must agree to abide by all Guidelines and Policies. Failure to meet requirements will jeopardize your continued participation. Acceptance in Sonoma County Art Trails is provisional and any time you may be dropped if you fail to comply with the guidelines and regulations.

**I. Hold Harmless Agreement:** You agree to indemnify and hold the Sebastopol Center for the Arts, its Board of Directors, employees, affiliates, sponsors, volunteers; the Sonoma County Art Trails Steering Committee; and the County of Sonoma, their officers agents & employees, harmless against any claim, demands, damages, fees, costs, and actions of any kind asserted by or on behalf of any third persons(s) arising from your participation in Sonoma County Art Trails Open Studios.

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**Media Categories Descriptions:** You will select one of the categories listed below:

<b>Ceramics</b>	Original clay and porcelain work only. Can be functional or sculptural. No machine-made or commercially mass produced work, no ceramic green-ware.
<b>Digital Art</b>	Images made with the assistance of computers.
<b>Drawing</b>	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.
<b>Fiber Arts</b>	Includes, but is not limited to: leather, weaving, clothing. No pre-manufactured wearable items, regardless of additional modification or enhancement by the artist.
<b>Furniture</b>	Original work created as furniture in any media. No purchased wood furniture regardless of additional modification or enhancement by the artist.
<b>Glass</b>	Hand blown, fused, slumped, and stained glass. No pre-manufactured items, regardless of additional modification or enhancement by the artist.
<b>Jewelry</b>	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.
<b>Mixed Media</b>	Original work incorporating more than one material.
<b>Painting</b>	Original works from oils, acrylics, watercolors, pastels, etc.
<b>Photography</b>	Photographic prints must be made from the artist's original.
<b>Printmaking</b>	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.
<b>Sculpture</b>	Original work of any material.
<b>Woodworking</b>	All original work in wood that is hand-tooled, machine worked, turned, or carved.

See Sonoma County Art Trails Open Studios 2017 General Information packet for:

- Mission Statement & Governance
- Reproduction Policy
- Guidelines & Policies regarding eligible artwork; studios; signs; program requirements; catalogue & publicity; mailing list; deadlines; image format; preview exhibit details; and work teams.