



October 8,9 & 10,2010

Presented by

Southwest Artists/Mena Art Gallery

AND

Rich Mountain Community College

Studio Tour

Standards of Participation and Operation

Revised February 5,2010

Studio Eligibility requirements:

Application deadline March 2, 2010

Ouachita Art Trails tour participating artists must meet the following requirements and agree to accept the following responsibilities:

1. Studios must have space for visitors that is safe and accessible, and must have adequate road access and parking for the public.
2. The studios must be practical and interesting for the public to visit and be located within 30 miles of the Mena Art Gallery. They must be working studios with production facilities on site.
3. Each artist must make his/her workspace open to the public so that visitors can see and experience the work environment of the artist. While it is up to the individual artist to determine how best to showcase their work, their studio and their creative process, we encourage all artists to demonstrate how their work is created.
 - a. Studios must be open from 10am to 5pm on Friday, Oct 8 and Saturday, October 9 and 12am to 5pm on Sunday, October 10, 2010.

- b. Space will be available at the (location to be determined) for artists that don't have a studio or can't meet the requirements. (see fees below)
4. No guest artists that don't normally produce work out of the studio will be allowed.
5. Artists must have a good selection of products available for sale during the tour. NO WORK OTHER THAN THAT OF THE STUDIO ARTIST MAY BE SOLD DURING THE TOUR.
6. THE ARTISTS MUST VOLUNTEER TIME TO HELP PLAN, PROMOTE AND CARRY OUT THE EVENT SUCH AS ATTENDING PLANNING MEETINGS, SERVING ON COMMITTEES, HANDING OUT PROMOTIONAL MATERIAL and MAILING CARDS TO THEIR OWN CUSTOMER MAILING LIST.
7. Artists are **required** to sell at least one (1) Guidebook advertisement for a minimum of \$25. The advertisement may be purchased by the artist to promote their own work.
8. Artists are encouraged to help advertise the studio tour by including a reference to their participation in the ***Ouachita Art Trails Studio Tour*** in any publicity coverage they receive. The correct dates, OAT and Arkansas Artist Studio Tours should be included. The websites are www.OuachitaArtTrails.com and www.ArkansasArtistStudioTours.com .
9. Studio Tour artists will be responsible for: collecting and reporting their own sales tax; providing post tour survey information; reporting registrations from their own studios and for putting up, taking down and returning studio tour signs and arrows marking the path to their studios.
10. Artists are required to furnish at least one (1) piece of current work for display in the Mena Art Gallery on **Sept.29, 2009** to be included in the combined Ouachita Expressions/OAT Studio Tour show. A description of the type work created and artist bio will accompany the work. Work of OAT artists will be segregated and designated as a tour participant's work. **Check-in date for work is Sept.29, and pick-up is Oct. 28, 2009.**
11. Artists that have no studio meeting the requirements set out here are eligible to apply for space at the **group location to be determined** for the fee of \$75 each to be paid to Southwest Artists/Ouachita Art Trails. Appropriate space will be provided and artists will be expected to be present and set up to display/demonstrate during the normal hours of the studio tour.

Criteria to be used to evaluate artists:

1. Does the artist meet all the requirements in section I, and agree to the responsibilities outlined therein?
2. Does the artist's studio fit within the existing geographical structure of the tour?
3. Does the work of the artist duplicate that of any artist currently included in the tour? Does the work add to the diversity of work on the tour?
4. Quality of work:
 - a. The body of work must indicate a consistent technical proficiency with the medium and demonstrate understanding of formal elements of art.
 - b. The body of work must reflect a coherent individual style and originality.
 - c. Any work utilizing prefabricated materials must reflect a creative element that is more than the sum of the parts.

Fees & Key Dates for Application Package and

Review: *Due to deadlines for publication and promotional items the dates for applications and artist information will be strictly enforced.*

March 2-Application deadline. The application packet should be sent to email@menaartgallery.org or delivered to Mena Art Gallery, 607 Mena St., Mena, AR 71953.

The applications will include written directions to their studios, specific details about limitations such as stairs, difficult roads, in-home or free-standing studio etc. that might restrict access to some.

March 15th- Notification of acceptance by the Application & Studio Review Committee. On-site studio visits will be conducted from Feb. 15 thru March 16 to confirm successful applications.

March 30st at 5:00p.m.-Artists whose studios are judged acceptable by the SRC (Studio Review Committee) MUST attend this full group meeting. **Artist Fees will be due at this March 30th meeting and will be \$75.00 per studio plus \$35 per additional non-guest artist. Space is available for show and demonstration at the Old Armory for \$75 per artist.**

June 1 - Bios and photos due. Include updated written biographical information and provide 4 digital photographs (the photos should be in JPG format, cropped to 5"x7" or 7"x5" at 200 dpi) of work for the web site and printed literature. If you have any questions about format for the website, please call Jim Pawley at 479-394-3880.

March 31st thru July 31st - Committee work and meetings as needed to organize and complete necessary tasks.

Sept. 1, - Guidebook Ads due. Earlier is better!! Turn in your ads as you receive them.

Sept. 29, Check-in 1 example of work for display in the Mena Art Gallery during tour dates.

October 8, 9 & 10 - The tour begins- Studios open from 10am to 5pm on Friday and Saturday, and 12am to 5pm on Sunday.

ARTIST APPLICATION FORM AND INSTRUCTIONS:

- 1. NAME _____
- 2. BUSINESS NAME: _____
- 3. ADDRESS: _____

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- 4. PHONE NUMBER: _____
 - 5. EMAIL ADDRESS: _____

Location artist will be demonstrating:
Studio _____ Group location _____

Please review carefully the Studio Eligibility Requirements provided as a cover letter for this application. To complete the application package you must provide the following:

A. Biographical information. This should include your education, experience in your craft, awards and honors received. Maximum length is 240 words.

B. Digital photographs of yourself, your studio and your work. A minimum of 4 digital photos of work, 2 digital photos of your studio and 1 of the artist submitted by **June 1**.

C. Please provide detailed directions from the main road to your studio. A brief written description of the location of your studio. It is important to let us know any difficulties visitors may encounter on your road or on the grounds of your studio such as steps, rough terrain, long walk from parking area, etc. This should include the distance and estimated driving time from the **MENA ART GALLERY**.

D. If you would like to submit additional information please use a separate sheet.

BY SUBMITTING THIS APPLICATION, I HEREBY AGREE TO AND ACCEPT THE TOUR STANDARDS OUTLINING PARTICIPATING ARTISTS REQUIREMENTS AND RESPONSIBILITIES AS STATED IN THE ATTACHMENT PROVIDED.

_____ Signature _____ Date