

2017 New Artist Application

Dear Artist!

Thank you for your interest in the Longmont Studio Tour (LST), a **program of Arts Longmont**. Our program mission is “to create a nurturing and supportive environment for artists, where the community and artists interact through workshops, demonstrations and open studios.” To achieve this mission, each year prior to the Tour weekend in September, we work to increase the visibility of LST artists through outreach activities and promotional events.

Here is the information you need to apply for the tour:

2017 Tour Dates:	Saturday & Sunday, September 23 & 24, 11am-5 pm
Deadline for Tour Application:	by 5 pm on Friday March 3, 2017
Arts Longmont Artist Membership Required:	\$35 non-refundable fee gives you artist membership benefits, including socials, workshops, and opportunities at Arts Longmont Gallery and Artist Registry. (If you are not accepted into the Studio Tour, you are still a member of Arts Longmont.)
Longmont Studio Tour Fees:	\$215 (No Work Commitment) OR \$90 (12 Hours of Work Commitment Required) (Listing of Work Commitment Opportunities attached)
Longmont Studio Tour Limited to:	75 artists . Acceptance is given on a first come, first served basis with priority given to returning artists. <i>Get your application in early.</i>
New Artists are juried into LST	There is no jury fee . If an artist’s last LST participation was prior to 2008 , the artist is considered a “new artist” and must go through the jury process.
MANDATORY All LST Artists Meeting:	Wednesday, April 5 at 6 pm, Arts Longmont Gallery As an LST artist, you are expected to attend an information meeting concerning the details about the Studio Tour and volunteer committees and jobs. (If you are unable to attend, please contact the Arts Longmont office.)
LST Contact Information:	Arts Longmont Gallery Hours: 11am-5pm, Tues-Sat programs@artslongmont.org, 303.678.7869 Program Coordinator: Mary Chapin Durling

LST’s programs are carried out by artist volunteers, under the direction of the Program Coordinator, the LST Planning Team and Arts Longmont. The Planning Team oversees planning and management of the Tour. The Program Coordinator is responsible for the operation of the Tour and direction of volunteer committees. We look forward to an exciting year for the Longmont Studio Tour with your enthusiasm, energy, creativity and help.

Cheers!

Mary Chapin Durling
Program Coordinator

2017 NEW ARTIST

2017 STUDIO TOUR ARTIST APPLICATION

(This form must be included in your application packet) **DEADLINE: 5 pm Friday, March 3, 2017**

For office use only
Ck # or CC:
Artist Member:
Level:
Payment Date:

Name _____ *Email (required) _____

Studio or LST Venue Address _____ Zip _____

Mailing Address _____ Zip _____

Phone _____ Cell Phone _____

Media _____ Average size of art _____

Website (LST will link to website if provided) _____

*Note: Studio Tour communication is conducted primarily via email.

_____ I am willing to share a space.

_____ I am looking for a space.

Fees: \$ _____ \$35 Arts Longmont Artist Membership Fee, (if you are not a current member)

\$ _____ \$90 Application Fee (12-hour work commitment)

* Fill out attached work commitment form.

\$ _____ \$215 Application Fee (No work commitment)

\$ _____ TOTAL

Checks MUST be made payable to Arts Longmont with "LST" written in the memo portion of the check. (If your check is written incorrectly, you will have to replace it. This will delay processing of your application.) Payment may be made by credit card by phone or in person at the Arts Longmont office.

I hereby agree to abide by all conditions of the application and by my signature agree to release Arts Longmont, the Longmont Studio Tour, their board of directors, committees, volunteers and sponsors from any responsibility, personal liability, claims of loss or damage and any responsibility for injury sustained by artists or attendees as a result of participation in the 2017 Longmont Studio Tour.

Signed (All applicants must sign & date) _____ Date

Print Name

Sign and mail: Application, Check (payable to Arts Longmont), Volunteer Form,
Map Form and Application Check List to:
Arts Longmont, ATTN: Longmont Studio Tour, PO Box 208, Longmont, CO 80502
OR hand deliver to Arts Longmont Gallery, 356 Main Street, Longmont, CO

2017 NEW ARTISTS

WORK COMMITMENT OPPORTUNITIES

(This form must be included in your application packet)

Volunteering for LST committees is greatly encouraged and contributes to the connectedness and community among LST artists.

Artists who choose the **\$215 fee option and check a volunteer committee, no minimum time commitment is required.** Checking a committee indicates your interest and willingness to help out with our activities.

Artists who choose the **\$90 fee are REQUIRED to commit to a minimum of 12 hours.** If you choose the \$90 fee option, please pick **at least one committee** to work on and **note specific tasks** you would like to perform on that committee (committee descriptions attached.) If you do not choose a task, one will be selected for you.

_____ **Planning Team meets once a month at Arts Longmont Gallery. If you would like to serve on the Planning Team, please list another Committee you are willing to assist.**

WHEN CHECKING ONE OR MORE COMMITTEES YOU VOLUNTEER FOR:

Please list your particular skills or areas of expertise you can offer LST.

Some examples include grant writing, event organizing, copy-writing, graphic design, etc.

_____ Fundraising _____

_____ Marketing/Advertising/PR _____

_____ Events & Festivals _____

_____ Preview Exhibition _____

_____ Outreach - Demonstrations & Workshops _____

_____ Exhibit Art at Salud _____

2017 NEW ARTISTS

2017 LONGMONT STUDIO TOUR MAP INFORMATION FORM

(This form must be included in your application packet)

Name _____ Phone _____

Studio Address _____
(or Venue Address if sharing with another artist)

Email or website to be included on the map (optional) _____

Check the lines that accurately describe your Longmont Studio Tour space:

_____ I am new to the Tour. I have enclosed the 2016 LST Map indicating where my studio/venue is located. LST maps are available at the Arts Longmont Gallery.

_____ I am in my own studio.

_____ I am sharing an exhibit space with another artist: _____

_____ My studio/venue is wheel chair accessible.

_____ I will be giving an artist demonstration during tour hours. If so, this will be indicated on the map.

_____ I would like my phone number included on the map. Phone _____
(Optional - useful in the event Tour goers are unable to find your studio during the Tour. If sharing a Tour location with other artists, make sure this number will reach you so you can direct potential customers.)

Optional: Please choose ONE of the options below (either email or website but not both).
I would like my email address to be included on the map.

_____ I would like my email address to be included on the map.

_____ I would like my website address to be included on the map.

_____ What medium best describes your art? (jewelry, painting, pottery, sculpture, etc.)

*** * All artists are required to proof the map prior to printing on Fri/Sat, July 14 & 15* ***

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APPLICATION CHECKLIST: DEADLINE: 5pm, FRIDAY, March 3, 2017

(This list must be included in your application packet. Incomplete applications will not be processed.)

All these materials are required to process your Longmont Studio Tour application:

Arts Longmont Artist Membership

_____ I am already a member **OR**

_____ I am enclosing the Arts Longmont **Application form and a check for the \$35 fee**

_____ 2017 Longmont Studio Tour **Application**, completed, signed and dated.

_____ **Check**, payable to Arts Longmont, for **LST Application Fee**. NOTE: If you are also paying for the non-refundable \$35 Arts Longmont Membership Fee, **please write two separate checks**.

_____ **Work Commitment Sheet** - Required for \$90 Applicant
(If you do not select a committee, one will be selected for you.)

_____ 2017 Longmont **Studio Tour Map Information Form**

_____ **Proof of liability insurance coverage on your studio**

(A copy of your homeowner's insurance policy will suffice if your studio is in your home).

YOU DO NOT NEED TO OBTAIN "SPECIAL EVENT" COVERAGE TO PARTICIPATE

IN THIS EVENT, UNLESS FOR ADDED PROTECTION YOU CHOOSE TO DO SO.

Your insurance policy must be effective through September 30, 2017.

Due to changing technologies, **we will accept submissions of images either on a CD or through the free website: wetransfer.com**. To use wetransfer.com, your images must be on your computer. Go to the website. Skip the offer for WeTransfer Plus by clicking on "Skip". Click on "I agree" to use Cookies. A box will appear on the left of the screen. At the top click on "+Add files" and choose the images and documents from your computer that you want to send. In place of Friend's email type programs@artslongmont.org. Type your email in "Your email". In the message box, type "LST Images" with your name. Then simply click "Transfer". Your images and documents will be transferred to Arts Longmont. This can take a few minutes, so please be patient.

_____ **Artist Statement** (300 words or less). Must be submitted electronically via email or with your wetransfer.com. Please be sure your artist statement is in the form you would like included in the Artists' Book to be displayed at promotional events. DO NOT FOLD or STAPLE to other application materials.

_____ **3 - 5 high-resolution digital JPG images of your best, most recent work.**
JPG files should be 300 dpi. **Label images: <Artist Last Name><priority>_<Image Name>.jpg**. (Priority is the order you prefer for use in brochure and on website, but this is not guaranteed.) For example: Jones1_EveningSunset.jpg. *LST no longer accepts photos or slides.*

_____ **I understand I must attend the MANDATORY Artist Meeting on Wednesday, April 5 at 6 pm at Arts Longmont Gallery.**

_____ **Miniature Masterpieces** - I will create a masterpiece for the Studio Tour fund-raiser. More details at the mandatory meeting.

_____ **Art at Salud** - I am interested in exhibiting my art in rotating exhibits throughout the year at Salud Family Health Center.

NOTE: Include this checklist with your application.
Be sure to make a copy of your application for your records.

By 5 pm, March 3, 2017:

Mail application materials to: Arts Longmont, Attn: LST. PO Box 208 Longmont, CO 80502
OR hand-deliver to the Longmont Studio Tour basket at Arts Longmont Gallery, 356 Main Street, Longmont.

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2017 STUDIO TOUR ARTIST INFORMATION

IMAGE GUIDELINES FOR JPGS

The image that will be used in the brochure will be a vertical format. Please create your jpegs of your work with a resolution of 300 dpi and sized close to 4x5 approximately 1200x1500 pixels.

To ensure true color, images should be CMYK color space as that is best for print.

We will accept RGB images (best for web) but be aware there may be a slight color shift in print.

HINTS: • Images that look great large don't always look great small. Examine your image at a size closer to one inch as that will be about the size in the brochure. If the image is muddy or indistinct, try another image or consider using a detail for the brochure. • Make sure your image is in focus. • The designer will use your image as is so please be sure to send a quality image file! • Sculptures and jewelers: use a simple background in a color that contrasts and highlights your work. Busy settings and props can be distracting, especially in small images. • If you are unsure about the suitability of your images, please send them well before the deadline for review!

MINIATURE MASTERPIECES

A Longmont Studio Tour Artists fund-raiser will involve an auction of Miniature Masterpieces created by the LST participants. Details to follow at the Mandatory Meeting. All proceeds go to the Longmont Studio Tour.

Please check off on the application checklist that you plan to donate work to the LST art auction to help raise money for the Longmont Studio Tour. Having your work at the silent auction gives you publicity for your work among the supporters of Arts Longmont.

WORK COMMITMENT COMMITTEE DESCRIPTIONS

The success of the Longmont Studio Tour is based on the volunteer time provided by the tour artists under the direction of the Program Coordinator.

Whether you choose the work commitment option (\$90 application level) or not, everyone is invited to join together to form a community of artists to network, give back to the community, exhibit and sell their work, and promote classes and workshops.

Studio Tour activities include giving back to the Longmont community through year round outreach activities. Longmont Studio Tour artists also provide demonstrations and workshops at various venues such as the YMCA, Longmont Recreation Center, Longmont Senior Center, Sandstone Ranch, Longmont Museum & Cultural Center and Arts Longmont Gallery.

COMMITTEE LISTINGS

Here is a listing of committee activities to help you decide which volunteer activity you would like to join:

- **Planning Team (PT)** Six to Eight members

Attend monthly meeting except September, November, December
Each Planning Team member works with the Program Coordinator to guide artist volunteers on a specific committee. All LST artists are invited to attend the PT meetings even if they are not on a committee. Voting privileges are reserved only for members that have no more than two absences during the planning year.

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(COMMITTEE LISTINGS CONTINUED)

- **Fundraising**

Three to Five members
Each committee member helps develop and carry out fundraising ideas and activities, identifies potential business sponsors, individual donors and other funding sources such as grant opportunities. Communicates with sponsors and donors as needed, including writing thank you notes and inviting them to LST events.

- **Marketing/
Advertising/PR**

Four to Six members
Each committee member helps maximize the advertising/marketing impact of all LST PR activities throughout the year. Oversees the graphic “look” and image of the tour collateral material including LST map and advertising to maintain consistency and maximize recognition. All final designs of any advertisement **MUST BE APPROVED** by the Planning Team and Program Coordinator. Makes recommendations to Planning Team regarding use of advertising budget and finds free advertising opportunities. Coordinates the dispersal of all promotional materials including maps, brochures, and posters.
NOTE: Because of the number of hours involved, the artist who volunteers to design the LST map/brochure will be refunded their LST fee.

- **Events &
Festivals**

Six to Eight members
Each committee member helps staff LST events throughout the year including ArtWalk. ArtWalk events require four to six volunteers per event.
2017 Dates: ArtWalk -- Saturdays, May 20 and Sept 16.

Five to Seven members
Volunteer members are required to attend several meetings throughout the year to facilitate projects at Salud Clinic. The coordinator organizes three exhibits, solicits artwork, manages consignment forms, art tags, hanging supplies and schedules delivery, picking up and hanging of artwork. Volunteers also work at a Children’s Art Activity booth during the Children’s Day Health Fair in August, scheduled just before the start of the school year.

- **Art at
Salud**

- **Preview Exhibit**

The Preview Exhibit is LST’s “taster” exhibit, showcasing one piece of each artist’s best work to the public. The exhibit takes place at Arts Longmont Gallery 2nd Friday opening with a reception on **Fri, Sept 8, 6-9pm**. The following jobs assure a successful reception and Preview Exhibit to ‘kick off’ the Tour weekend:

 - Art Drop Off : Two volunteers to receive work at Arts Longmont Gallery. Volunteers will work 3-hours shifts on **Thurs, Aug 31 and Fri, Sept 1**.
 - Art Pick-Up; Two volunteers to give back work at Arts Longmont Gallery and survey participants. Volunteers will work 3-hour shifts on **Mon and Tue, Sept 25 & 26**

- **Installation
& Reception**

Three to Six volunteers to install the Preview Show **during the week of Sept. 4.**

 - Food: Two volunteers to solicit food donations for the opening reception. Solicitations including donor names and logos must be completed by **June 15.**
 - Reception Greeters: Eight volunteers to greet and count attendees at the door of the reception. Provide name badges to artists, sponsors and other VIPs
Two volunteers at a time in 45-minute shifts from 5:45 to 9 pm.
 - Reception Clean-Up: Four volunteers to make fast work of cleaning up after 9 pm.
 - Exhibition Staffing: (TBD depending on the needs of the location)

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(COMMITTEE LISTINGS CONTINUED)

- **Outreach**

As many members as possible.

Each member of this committee works with the coordinator to schedule workshops and demonstrations as part of the LST Outreach Program.

Volunteers will assess the venues used in previous years and come up with a list of venues for this year. The workshop and demonstration coordinator works with venues to schedule and facilitate the workshops and demos, and finds artists to develop and teach workshops and to demonstrate.

WORKSHOPS: Volunteers give "hands-on-art-making" events for children and/or adults. Artists create the event and receive \$75 stipend (one time only). LST will reimburse artists up to \$100 for materials used in teaching a workshop. LST artists can volunteer additional workshops and can deduct 2 hours per workshop from LST volunteer hours.

DEMONSTRATIONS: "Art-making with an audience." Artists take materials needed to create art in front of people at various Longmont locations. Volunteers receive 2 hours of credit for one demonstration, up to a total of 3 demonstrations for a total of 6 hours.