

OPEN STUDIOS 2024

APPLICATION GUIDELINES & FAQs

Open Studios Dates

North County: Saturday & Sunday, Oct 5 & 6

South County: Saturday & Sunday, Oct 12 & 13

All County: (optional) Saturday & Sunday, Oct 19 & 20

Studios Open: 11am - 5pm

Application Dates

Applications Available: March 1

Application Deadline: Midnight, April 30 (no exceptions)

Apply Online: <https://bit.ly/OpenStudios2024>

Assistance

Ann Ostermann | Open Studios & Events Director,
ann@artscouncilsc.org | call/text 831-226-1189

Asistencia Español

Oscar Rios
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Open Studios at a Glance

Who can apply? We welcome all artists 18+ years or older, from emerging to professional to apply. All applicants and participating artists must be permanent residents of Santa Cruz County.

How much artwork is needed for the application? You'll need to submit high quality digital images of seven individual pieces of art representing a cohesive body of work that shows technical proficiency in one selected medium at the time you apply. We only accept work samples created between 2021 and the present.

How much artwork do I need to have completed by the start of the tour? A minimum of 15 original pieces in the selected medium under which you were juried.

What artwork can I display during the tour? In addition to the 15 pieces of original art in the one selected medium under which you were juried, artists may display and sell other media artwork during Open Studios.

How much does it cost to apply?

\$40 to apply (non-refundable)

How much does it cost if I'm invited to take part in Open Studios?

\$300 participation fee for returning artists; \$260 participation fee for first-time artists. Payment plans available.

Do I need an Artist Statement for the application? No. You'll need a "Description of Materials & Technique" which will be read by the jurors. This statement is limited to **750 characters (letters, spaces & punctuation)**. Be clear and succinct in describing your artwork: State the medium, material(s)/media when significant, and technique/when significant. Do not include your name or other personal details.

Do I need to have exhibited in a gallery to be eligible to apply to Open Studios? No.

What kind of studio do I need for the tour? An Open Studios studio is defined as the artist's regular workspace. It can be a room in your house or apartment, a space in your garage, a table in your kitchen, a space in your yard, or a studio space you rent throughout the year.

Does the tour have to be in my studio? To uphold the spirit of the tour, the majority of stops during Open Studios need to be at artists' working studios.

- **Hosting** If your studio is in a remote or inaccessible location, has little or no access to parking, cannot be made open to the public, or if you're not sure where you'll be working on your art in October, you can request to be hosted by another Open Studios artist. Artists are encouraged to arrange a host ahead of time (your host must be applying to the tour). Arts Council will help you find a host studio if you haven't secured one or if your host is not invited to participate.
- **May I host multiple artists in my studio?** Yes, as many as you can accommodate at your location.
- **Hosting Program for Watsonville-based artists at Pajaro Valley Arts:** The Arts Council is offering Open Studios space to five Watsonville-based artists who don't have a studio that's available to the public. Display space will be inside the Porter Building; available Oct. 12 & 13 and Oct. 19 & 20.
- **Hosting Program for Santa Cruz-based artists at Santa Cruz Art League:** The Arts Council is offering Open Studios space to two Santa Cruz-based artists who don't have a studio that's available to the public. Display space will be in the SCAL Classroom; available Oct. 5 & 6 and Oct. 19
- **Studios that are not eligible:** Retail spaces are not eligible. Other non-eligible spaces include those where three or more of the following characteristics are true: commercial/retail location, retail signage,



employees and/or paid apprentices, majority of retail business is by “drop in” rather than appointment.

Frequently Asked Questions

What makes up North and South County for the tour?

- North County includes the City of Santa Cruz, Scotts Valley, Felton, Ben Lomond, Brookdale, Boulder Creek, and Davenport
- South County includes Live Oak, Capitola, Soquel, Aptos, Freedom, Corralitos, La Selva Beach, and Watsonville.

What are the benefits of being an Open Studios artist?

- Up to two full weekends to welcome the public to your studio and sell your artwork.
- Increased visibility and name recognition.
- \$20,000+ in print/online/radio ads throughout Santa Cruz County, Silicon Valley, and Monterey County.
- Listing in the Open Studios Artist Guide & app (22,000 free Guides & free app).
- Listing on the Open Studios webpage, including image and hyperlink to your website.
- Social media exposure through Arts Council & Open Studios Facebook & Instagram pages, e-blasts, and Arts Council newsletter.
- Preparation support for marketing and merchandising your work.
- A piece of your artwork in the Preview Exhibit at the Santa Cruz Art League (optional).

What kind of support will I get in the months leading up to Open Studios?

- All first-time participants are offered one-on-one mentoring from a veteran Open Studios artist.
- Arts Council provides technical support to artists in the months leading up to the start of the Tour including artist seminars, support documents, a private resources page, and emails covering a variety of topics – marketing your artwork, pricing your artwork, social media “how-to” and more.
- Artists are invited to join a private Facebook group for Open Studios artists where you can support each other and share information

May I show other artists’ work in my studio? What if my studio is in a building with other studios?

Artists must agree not to exhibit, sell, or host non-participating artists in the space over which they have interest or control. Artists who have not been juried into the Tour are asked not to present themselves as Open Studios artists.

What if I collaborate with another artist? May we apply together on one application?

Artists may apply together on one application only if all of the artwork is created collaboratively.

May I show and sell reproductions of my work in Open Studios?

Reproductions for sale may be included in your Open Studios display, with the following restrictions:

- Original work should be prominent and should be seen first as visitors enter the studio area.
- Only **25%** of an artist’s Open Studios display **space** should be allocated for reproductions.
- Reproductions should be separated from the main body of your original work and clearly labeled.
- An explanation of the reproduction process should be posted with reproductions. This serves to educate the public about the distinction between original art and reproductions.
- Photography and digital art are considered original art, not reproductions.

May I photograph my own artwork for my application?

Yes, but keep in mind that digital images of your art are your only voice to the jury. Make sure that the quality of each image is good i.e. good lighting and no distracting or unflattering elements (e.g. frames, easels, furniture, hands, glare, etc.). If you are photographing your own artwork we recommend you read the [Image Preparation guide](#) on ZAPP® and review examples of lighting, exposure, focus/clarity, perspective, size, consistency, and background in [Tips for Photographing Your Artwork](#).

There are many **local photographers** who *specialize* in photographing art. Many offer specials to Open Studios applicants.

- David Reese: www.DavidReesePhotography.com, 831-359-6562
- Geoffrey Nelson: www.geoffreynelsonphoto.com, 831-595-2926
- Jeffrey Luhn: www.luhnphoto.com, 831-335-4711
- John Gavrilis: www.gavrilisphotography.com, 831-285-4477
- Paul Henri: www.paulhenriimages.com, 831-818-3775
- Paul Schraub: www.paulschraubphoto.com, 831-426-4537
- Paul Titangos: www.titangos.com, 831-423-8786
- rr jones: www.rrjones.com, 831-429-5926
- Steve Westen (specializes in jewelry): tsl@cruzio.com
- Tim Matthews: www.timmatthewsphoto.com, 831-234-5389
- Sadie Wills: sadie.wills@gmail.com, 408-691-1439 [text only]

What are typical expenses to expect or consider as an Open Studios artist?

While many marketing options are free, there are optional paid marketing and promotional expenses that you might consider including:

- Artist Postcards
- Food & Beverages at your Open Studios
- Material costs to prepare artwork for sale (framing, matting, displays, packaging, etc.)
- Advertising in local papers & online
- Professional photographs of your artwork
- Website design/updating

What kind of traffic and sales can I expect? Historically, visitor traffic and sales are highly variable from year to year, and very unpredictable, even for veterans. The economy, politics, weather, your particular location (in town, rural, etc.), and your own outreach efforts are just a few factors that play a role. Think of Open Studios less as an art fair, and more of an opportunity for you to present yourself to the public in a more intimate way, and create connections with potential buyers. Many artists report sales *after the tour*, so making connections during the tour is just as important as sales.

How do I decide whether or not to be open during All-County weekend? All-county weekend is a chance for you to be open a second time, during the third weekend in October, to welcome more visitors to your studio. All-county weekend is open to all artists - typically more than 75% of artists choose to be open. Historically, foot traffic and sales are both less than the first two weekends, but many artists have reported good results, so it's up to you to evaluate if it's worth your effort.



Application Details

Is this your first time submitting an application on ZAPP®?

If so, we recommend you watch these videos to help you get started:

- [How to Apply to Shows on ZAPP®](#)
- [Managing Statements of Technique on ZAPP®](#)
- [How to Upload Images on ZAPP®](#)
- [How to Checkout for Applications on ZAPP®](#)

Application Assistance Workshops

The Arts Council is here to help! We offer FREE application assistance workshops to answer questions about participating in Open Studios, selecting your body of work for your application, and preparing required digital files.

- **Thursday March 14th, 7-8 pm:** Arts Council Santa Cruz County, 1070 River St, Santa Cruz
- **Thursday March 28th, 7-8pm:** Watsonville Center for the Arts, 375 Main St, Watsonville (bilingual)
- **Saturday April 13th, 11am-12 pm:** Arts Council Santa Cruz County, 1070 River Street, Santa Cruz
- **Saturday, April 20th 1-2 pm:** Watsonville Center for the Arts, 375 Main St, Watsonville (bilingual)

Open Studios costs

\$40 APPLICATION FEE

- Non-refundable fee. Payment must be received no later than 5:00 pm, Thursday, May 2, 2024.

\$300 PARTICIPATION FEE for returning artists

- \$300 Participation Fees* are due Monday, July 1, 2024

\$260 PARTICIPATION FEE for first-time participants

- \$260 Participation Fees* are due Monday, July 1, 2024

*Staggered payment plans are available. Contact ann@artscouncilsc.org for details.

Artwork needed for the application & the Artist Guide

The seven images of artwork submitted to the jury should represent a cohesive body of work that shows technical proficiency in your selected medium. You'll also need one image of original artwork in your selected medium for the printed Artist Guide. Your Artist Guide image can be one of the pieces from your application or another piece from a similar body of work.

We only accept work samples created between 2021 and the present.

How do I decide which images to submit as my body of work?

Consider the following when selecting your body of work for the application:

- Are your images of seven individual, original works of art?
- Do your images represent technical proficiency in a single medium?
- Do your images reflect a cohesive body of work, similar in style, theme, or visual language?
- Does your work look as though the same person created it all?
- Is the quality of each image good? Do they accurately represent your artwork?
- Has the artwork been photographed with good lighting and no distracting or unflattering elements (e.g. frames, easels, furniture, hands, glare, etc.)?

APPLICATION IMAGES

All images submitted with your application must be formatted to the following specifications:

1. **Dimensions:** 1920 pixels on the longest side. To assist artists who do not have images that are 1920 pixels or larger, the system will also accept images that are at least 1400 pixels on the longest side.
2. **File format:** Save all images as Baseline Standard JPEG. **Do not save as a Progressive JPEG.**
3. **File size:** JPEGs must be under 5.0 MB
4. **File Resolution:** 72dpi or higher
5. **Color space:** Save images in RGB color space, preferably sRGB.

Visit the ZAPP® [Help Center](#) and select the **Digital Tutorials and Resources** tab for image sizing resources.

Free online converters for your application images:

[Jury Images Formatter](#) Automatically formats images for digital jurying. <http://juryimages.com>

[Ripfish Image Resizer](#) Resizes images to 1920 pixels square. <http://ripfish.com/zapp>

ARTIST GUIDE IMAGE:

Your Artist Guide image is collected *separately from the application* on another website.

- Your Artist Guide image must be uploaded to the designated holding site <https://comprinters.com/artupload/> in order for you to complete your application.

Your Artist Guide image must be formatted to the following specifications in order for it to print properly. Please note the specifications are different from the image specs for the application.

1. File **name:** Name your (.tif) or (.jpg) file with your LAST name followed by your FIRST name
 - a. Lastname.Firstname.tif; Lastname.Firstname.jpg
2. File **type:** Can be TIFF images (.tif) or JPEG images (.jpg)
3. File **format:** CMYK is the preferred format; however, RGB is acceptable
4. File **resolution:** Must be **300 dpi**
5. Maximum file **size:**
 - a. 3.5 " wide x 2.75" high
 - b. 1050 pixels wide x 825 pixels high

Artist Guide image requirements:

- The artwork depicted must have been created within the last three years (2021 to present), be representative of the work submitted with your application and work visitors will see in the studio.
- The image can be one of the pieces submitted with your application but it doesn't have to be.
- Your Artist Guide image may be used by the Arts Council to promote Open Studios to the public.

Considerations when selecting your Artist Guide image:

- Images are shown six to a page in the Artist Guide.
- Your image can be any dimension as long as the maximum size for height (2.75"/825 pixels) or width (3.5"/1050 pixels) isn't exceeded.
- Horizontal (landscape) images fill the most space and look best printed in the Guide. We recommend avoiding tall, vertical images which leave a lot of white space on either side.
- Images on the page are surrounded by white. 3-D work should be photographed with a gray or colored background rather than white so the work doesn't look like it's "floating" on the page.
- Choose a colorful image that will stand out when printed in that size.

Jury Process

Meet the 2024 Open Studios Art Tour jury

- [Ryan Carrington](#): Santa Clara University
- [Cristiano Colantoni](#): New Museum of Los Gatos (NUMU)
- [Kelly Detweiler](#): Santa Clara University
- [Bonnie Earls Solari](#): Art curator
- [Alyssarhaye Graciano](#)*: MACLA (Movimiento de Arte y Cultura Latino Americana)
- [Miki Hsu Leavey](#): Studio artist & creator, Museum educator
- [Alisa Polischuk](#): Former curator of the San Francisco School of Needlework and Design and current exhibitions coordinator for Creativity Explored

* Returning 2023 juror

The jury process: The jurors use a blind jury process to review each set of images provided by each artist; identities of individual artists are not disclosed to jurors. Materials and dimensions for each piece of art as well as your Description of materials & techniques are made available to the jurors. Although ZAPP® requires the inclusion of cost for each piece of artwork submitted, price information is NOT provided to jurors, and is NOT considered in the jury process. You can enter the sale price of the piece or \$0.00.

Jurors will review art in the following categories:

Assemblage	Basketry	Beadwork	Book Arts	Ceramics	Collage
Digital Art	Drawing	Encaustic	Fiber Arts	Furniture	Glass
Gourd Art	Jewelry – metalsmithing	Jewelry - other	Metal Work	Mixed Media 2D/Other	Mixed Media 3D/Other
Mosaic	Other	Painting - Acrylic and Oil	Pastel	Photography	Printmaking
Sculpture	Watercolor	Woodworking			

The following instructions are given to the jurors:

Arts Council Santa Cruz County’s Open Studios Art Tour showcases art in a broad range of media and styles. The event contributes to public awareness about the quality and diversity of the artists in our community. Participation in Open Studios is intended for artists producing fine art and fine craft. The event is an opportunity to show a body of original artwork that reflects a personal style and vision, and technical proficiency with their medium.

Review and score the artwork by medium using a scale of 1-5 applying the following criteria:

- **Technical Proficiency:** The images show expertise in a given medium.
- **Cohesive Body of Work:** The body of work looks like it was created by the same artist, reflecting their personal creativity and voice.



Once Invited to be Part of Open Studios

When will I be notified whether or not I'm invited to be part of the 2024 tour?

Artists will be notified by email on Friday, May 24 regarding the status of their application. **Notification will be sent to the email address from your ZAPP® Artist Profile**. Please make sure your ZAPP® profile information is up to date with the correct email address.

Open Studios workshops: We'll hold two workshops covering displaying and pricing your art, promoting and selling your work, ways to show your process, sources for art and display materials, and more. Dates TBD.

Open Studios artist meetups: We will hold artist meetups in June, July, August, & September. Meetups will be held at different locations throughout the County. Dates TBD.

Open Studios Preview Exhibit at the Santa Cruz Art League: An exhibit of original work by Open Studios artists takes place at the Santa Cruz Art League (SCAL). **Entering a piece in the Preview Exhibit is optional but highly recommended:** more than 4,000 people visit the exhibit and count on being able to see your artwork in person. In addition, many pieces are sold during the exhibit. The exhibit opens on Friday, September 27th and remains open through the last Sunday of Open Studios.

Preview Exhibit guidelines:

- **Wall-Hung Work:** Size limit is **30" maximum height and width**, including mat and frame.
- **3D work:** Size limit is **42" high x 24" wide x 24" deep**, including the base. Weight not to exceed 50 lbs. There is limited space for stand-alone items; contact Ann for more information.
- If you work in large-scale format, consider creating a smaller piece for the Preview Exhibit.
- Artwork in the Preview Exhibit must be an original work of art (no reproductions).
- Artwork in the Preview Exhibit must be for sale.
- Artwork must be similar to the work submitted with your application.
- Sales of Preview Exhibit art is handled by the SCAL with a sales commission paid to the SCAL. Members will be charged a 30% commission; non-SCAL members will be charged a 45% commission.

Artist volunteer service hours: Participating artists may be asked to volunteer for up to 2 hours. Volunteer jobs take place between June and December. We'll provide information about how to sign up at a later date.

Post-Open Studios artist survey: Soon after the Tour, we'll send you a survey that helps us gauge the Open Studios' economic and cultural impact and make improvements for the following year.

Questions? Contact Ann Ostermann, Open Studios & Events Director
ann@artscouncilsc.org | call/text 831-226-1189

Hispano hablantes - podemos asistir. Contactar: Oscar Rios | navasrios@yahoo.com | 831-475-9600 x11

Arts Council Santa Cruz County 1070 River Street, Santa Cruz, CA 95060

Statement of Non-Discrimination: Arts Council Santa Cruz County is committed to providing services and making resources available to every member of Santa Cruz County without regard to race, color, creed, religion, age, gender, sexual orientation, military status, marital status, political opinion, national origin, familial status, mental and physical disability, gender identity, source of income or disability status.