



# Open Studio Weekend 2009

## October 17 & 18

Open Studio Weekend is a county-wide event during which Orange County artists and craftspeople open their studios to the public for the sale and demonstration of their work.

The Orange County Arts Council produces this unique event for two equally important purposes; to educate the public about the skill and processes that go into the production of craft and art work and to generate sales during and following the event. We believe that through education, visitors become loyal customers and supporters of art and craft traditions.

Visitors find their way to your studio by using the Orange County Studio Tour Map which locates you and contains directions to your studio. The map will be available throughout the county in galleries, local lodging businesses and tourist information centers, and is also on our web site. In addition the map will have a shelf life in that studios with regular business hours will be listed for visitors throughout the year.

Using the map, when visitors get close to the studio, event location signs lead them directly to you. We will identify all sites according to their type: Hub Site, Gallery, Educational Site or Studio. The map, postcards, signs and Open Studio training materials are included in your participation fee.

### **Special reasons to participate in Open Studio**

If you have recently moved to a new location, refurbished your studio, or opened for the first time, use Open Studio to invite your neighbors, clients and friends to see your new environment.

Use Open Studio as a special event to offer better prices on certain sections of your inventory.

If you normally do not invite others into your studio, use this event as a once a year open house.

### **Galleries, Craft Schools, Other Sites. Dangerous or Inaccessible Studios.**

Open Studio celebrates the craft and art network in Orange County by identifying physical sites where visitors can see work being produced or find some sort of art or craft educational presentation. The core group of those participating will be single studios, but there are other ways that artists and craft sites can participate as long as they keep authentic work and educational interaction at the center of the event.

Artists who don't want to open their own studios to the public can show at another studio or site.

Galleries and art schools can participate by hosting artists and demonstrations.

Those who feel that their production process is dangerous or not appropriate for the public can meet the educational mission of the event by creating a visual display of processes. For example, furniture makers have had pieces of work in different stages of construction and stained glass makers have had a display of work from the cartoon to the finished window.

### **Studio Space for those without a studio or with inappropriate space**

The Studio at the Seligmann Estate will be available for up to six artists to display and demonstrate their work that weekend. If you are interested in being part of this group, contact the arts council. This is on a first come, first served basis.

### **What you can expect if you participate in Open Studio Weekend?**

The event offers you an opportunity to make connections that will be stronger than may possibly result in more

lucrative relationships than will a typical craft fair or gallery show. Many artists and craftspeople like this type of event because it is different than other sales venues.

### **Visitors Seek Authenticity and Clusters of Studios!**

Visitors are faced with choices about how they will spend their limited amount of time during Open Studio Weekend. Some focus on map regions with clusters of sites, or on sites only open during this event, or sites that seem to offer more authenticity or more of a personal, small scale, experience.

We strongly suggest that galleries or other sites **that are normally open** should plan a special event or exhibition to coincide with Open Studio Weekend. Every site should provide some kind of educational element.

Grouping many artists at one local site may look like the most convenient and least expensive option for you and your colleagues. However, it may not be competitive. Even though you may gather a group at the town hall, you will only have one spot on the map and you will offer a very different experience from an actual studio visit.

Most visitors expect to be able to talk with you about your creative process and to see how you work. Some do treat the event as a sales event and others purely as entertainment. If you have concerns about location or the appropriateness of your work, please call.

### **What we expect. Call us with questions about any of these expectations.**

1. Participants **must be present in their studio for the hours of the event**. Galleries and other sites with normally different hours must make an effort to be open during the hours of the event. What makes the Open Studio Weekend different from other events is that visitors can come behind the scenes to look at your creative space and process. This is an opportunity for you to **show and tell** the public why they purchase hand-made artwork. It is an investment in the present and future sales of your work. **Some artists offer light refreshments to visitors.**

2. Public sites should be accessible to those with disabilities. Private studios should be ready to accommodate visitors with disabilities. We expect you to be informed about the Americans with Disabilities Act and how it might apply to you (in general, if you are not normally open to the public you are legally not required to do anything different than you are doing now). You can find definitions of public and private, and an online course, free, about businesses and accessibility at their website, <http://www.ada.gov>.

3. Studios - We expect you to be producing and exhibiting your own, original work.

Galleries - We expect you to be selling and exhibiting primarily, Orange County artists or craftspeople at least for Open Studio Weekend.

4. All sites must be safe. Sharp or dangerous machines or tools should be cordoned off from the public. The space should be clean and easy to navigate even when crowded.

5. We expect you to **help us promote this event** by planning your own promotion or joining with a local group. The Arts Council handles limited, general promotion for this event. We try to keep the fees down to allow you to invest in promotion that will benefit you the most. We expect you to share the job by promoting the event locally and to your clients. In exchange, we offer suggestions in how to promote your event in low-cost, highly effective ways. We encourage you to join with others in your area to co-promote. Here is a partial list of what the Orange County Arts Council will do to promote Open Studio.

**Promotion** – We will embark on a six-month promotional campaign listing the event in regional periodicals. Feature stories will be promoted to all the daily and weekly newspapers. We will post our press release online. Press releases will be sent to participating artists for distribution, as well. Radio interviews will be arranged.

We list you on the Arts Council Web Site with Open Studio maps and directions to studios. We will produce and distribute 5,000 copies of the Orange County Studio Tour Map (which will have a one-year shelf life); and produce and distribute announcement 10,000 postcards and signage to participants, as well as distribute postcards to various visitor and information centers.

**Orangetourism.org** - Work with Orange County Tourism through their Cooperative Advertising Program in Print: Times Herald Record, D&H Canvas; and Radio: WAMC, WTBQ. Overnight packages will be assembled to promote the event.

**Preview Exhibit at the Seligmann Estate** – On the weekend prior to the Open Studio Tour, October 9-11, there will be a Preview Exhibition where each artist can submit one piece and promotional materials for display. Friday evening will host a Preview Reception (free to the artists) and the Exhibition will continue throughout the weekend, which is the weekend of the Sugar Loaf Arts and Crafts Weekend where thousands of people will pass through Sugar Loaf and have the opportunity to view the exhibit and pick up materials about the Studio Tour.

### **Business Listings on the Map**

Business listings for lodging and dining will be available for a fee of \$50 and will be placed in the general vicinity of your county section in the Studio Tour Map.

## **A Summary of Policies for 2009**

**Hours:** Participating sites are required to be open from 10am – 5pm on Saturday and 11pm-5pm on Sunday.

**Presence:** Artists or craftspeople are required to be present on site during Open Studio Weekend.

**Payment:** Payment must be received by June 1.

**Withdrawals, Closings:** It is very important to honor your agreement to be open to the public during this weekend. We advertise that studios are open and when they aren't, it damages the credibility of the whole event.

**If we hear of studios that are not open, these studios will not be allowed to register for the event in the future.** This consequence can be avoided in the event of emergency closings, by notifying the office and providing signs to that effect during the weekend

### **Options and Fees:**

Any participating site, gallery, hub site, or studio: \*OCAC Member \$30, Non-Member \$50

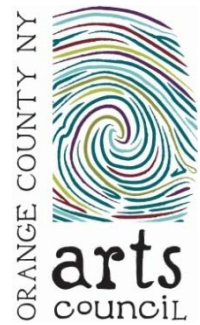
Hub Site exhibitors: Will not be listed unless they complete and return an application and fee.

Sites participating in Open Studio will be limited to galleries, studios, and craft or art education facilities.

\*OCAC Membership can be paid at the same time as Open Studio registration and is \$50 for artists and dependent upon your budget for organizations; call for fee structure and information about other benefits of membership.

Everyone who pays a fee will be listed in 5,000 copies of the Studio Tour Map, on our web site with maps and directions, and everyone is invited to a free Open Studio Weekend Preview.

**In addition we will require that everyone send us a high res photograph (preferably by e-mail) of their work for reproduction purposes. Photographs of your studio and yourself in a “work-related” situation are also accepted for public relations purposes.**



1. Business Name: \_\_\_\_\_

Contact Name to be used in Map Listing and on our Website:

\_\_\_\_\_

Ph: \_\_\_\_\_ Check One --> \_\_\_ Home or \_\_\_ Studio/Gallery?

Address: \_\_\_\_\_ Town: \_\_\_\_\_

Zip \_\_\_\_\_

We prefer to send most Open Studio news, updates and directions proof to you by **e-mail**.

E-mail: \_\_\_\_\_ Web Site: www. \_\_\_\_\_

2. Site Location and information if different than above address:

Physical Address \_\_\_\_\_ Town: \_\_\_\_\_

Zip \_\_\_\_\_ Ph: \_\_\_\_\_

3. Please check the one that best applies:

- A. \_\_\_ My site is my studio.
- B. \_\_\_ I'll be doing Open Studio at someone else's site.
- C. \_\_\_ My site is a gallery exhibiting the work of many artists year round.
- D. \_\_\_ My site is a gift shop, with my work as one part of a broader mix.
- E. \_\_\_ My site is a hub site that will host a group of artists for Open Studio only.
- F. \_\_\_ My site is an art or craft school at times other than Open Studio Weekend.
- G. \_\_\_ I would like to set up at the Seligman Estate.

4. At times other than the Open Studio Weekend, how can people find you?

(If you checked B. above, your host site's information will be used).

Check **ONE** of these three options. Only those with regular business hours will be listed in that section of the brochure.

(Please note that "BY CHANCE" IS NOT AN OPTION.)

\_\_\_ By appointment only \_\_\_ I am not open to the public

\_\_\_ Regular business hours: \_\_\_\_\_

5. MAPS AND DIRECTIONS

A. Please use a computer (unless you have great handwriting) to create succinct directions to your site from a major road or town and include with this form. Please use an official map of some sort (Google Maps, a section of the Orange County map, or Atlas) and mark your location.

INDEX: 2 words to describe your work 1. \_\_\_\_\_ 2. \_\_\_\_\_

Please choose 10 words that describe what (your artwork) visitors will find when they visit your site:

\_\_\_\_\_

6. Is there something special or unusual about your studio? If so What?

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Is your studio a safe place to visit? Yes \_\_\_ No \_\_\_ Is your studio easily accessible? Yes \_\_\_ No \_\_\_  
Is it handicapped accessible? Yes \_\_\_ No \_\_\_ Is there a bathroom available? Yes \_\_\_ No \_\_\_

7. Your fee is determined by **whether you are an OCAC member** (because members pay a lower fee for the event). The fees are:

\_\_\_ Members \$30 \_\_\_ Non-members \$50 \_\_\_ Membership + Studio Tour Fee \$100

\_\_\_ Check enclosed. \_\_\_ Visa/MC/Amex

Card #: \_\_\_\_\_ Exp \_\_\_\_/\_\_\_\_ Security \_\_\_\_\_

Signature: \_\_\_\_\_

Please read the following and sign at the bottom to indicate your understanding and agreement with these expectations (please contact us with questions or concerns).

1. You, or a qualified representative, should be in your studio or gallery during the Open Studio Weekend.
2. Education of the public through explanation, exhibition or demonstration of processes and materials is a **required** element of all participant sites in this event.
3. If you are applying as a gallery, you agree to showcase the work of Orange County artists or craftspeople during the weekend.
4. You will use Open Studio signs for yourself only and not give any to those not registered for the event.
5. Promotion for Open studio is a joint effort between the Orange County Arts Council and each registrant. At a minimum, this means you will distribute maps to area businesses or your customers.
6. In order to keep costs down, we distribute Open Studio maps, posters, and signs through a grass roots network coordinating with an Open Studio Seminar. Every participant is required to pick up or otherwise arrange to get materials from the local coordinator in your area (we will let you know who that is). If you can't do this, we can ship them but you must bear the cost of shipping (\$15 - \$25).

I understand and will abide by these expectations:

Name: \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_

**In addition we require that everyone send us a high resolution photograph (preferably by e-mail) of their work. Photos of your studio and of yourself in a "working" situation are also accepted for public relations purposes.**

Help With Open Studio Weekend?

\_\_\_ Coordinate area promotion \_\_\_ Proofread materials \_\_\_ Help with Mailings

P.O. Box 574, Sugar Loaf, NY 10981 • [www.ocartscouncil.org](http://www.ocartscouncil.org) • 845-469-9168 • [info@ocartscouncil.org](mailto:info@ocartscouncil.org)