

OPEN STUDIOS 2023

# APPLICATION GUIDELINES & FAQs

## Open Studios Dates

South County: Saturday & Sunday, Oct 7 & 8

North County: Saturday & Sunday, Oct 14 & 15

All County: (optional) Saturday & Sunday, Oct 21 & 22

Studios Open: 11am - 5pm

## Application Dates

Applications Available: March 1

Application Deadline: Midnight, April 30 (no exceptions)

**Apply Online:** [bit.ly/os23-apply](https://bit.ly/os23-apply)

## Contact

Ann Ostermann | Open Studios & Events Director,  
ann@artscouncilsc.org | 831-476-9600 x17

## Español

Mina Reyes | Community Organizer  
mina@artscouncilsc.org | 408-840-6699



# 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 2020 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? How much does it cost if I'm invited to take part in Open Studios?**

\$40 to apply (non-refundable)

\$300 participation fee for returning artists.

\$260 participation fee for first-time artists.

Payment plans are 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 any other personal details in this description.

**Do I need to have exhibited in a gallery or sold my artwork to be eligible to apply to Open Studios?**

No.

**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. However, 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 you're not sure where you'll be working on your art in October, you can be hosted by another Open Studios artist. Arts Council assists with finding host spaces for artists.

**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.

# Frequently Asked Questions

## 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, and 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 an image and hyperlink to your website or sales platform.
- Social media exposure through Open Studios Facebook page, Instagram page, 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

**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). If your host is not invited to participate or you need help finding a host, we will help you find a host studio.

**May I host multiple artists in my studio?** Yes. Artists may host as many other Open Studios artists as they can accommodate at their own studio 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. 7 & 8 and Oct. 21 & 22.

**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 Classroom at the back of the gallery; available Oct. 14 & 15 and Oct. 21 & 22.

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

**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?**

A reproduction is defined as a copy of your original art. 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 as reproductions.
- An explanation of the reproduction process should be posted near the presentation of any reproduction(s). 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. Here's a list to help you get started. Feel free to reach out to them for more information or a list of artists who've used their services.

- David Reese: [www.DavidReesePhotography.com](http://www.DavidReesePhotography.com), 359-6562
- Frank Leonard: [www.frankleonardphotography.com](http://www.frankleonardphotography.com), 345-5496
- Geoffrey Nelson: [www.geoffreynelsonphoto.com](http://www.geoffreynelsonphoto.com), 595-2926
- Jeffrey Luhn: [www.luhnphoto.com](http://www.luhnphoto.com), 335-4711
- John Gavrilis: [www.gavrilisphotography.com](http://www.gavrilisphotography.com), 688-8855
- Paul Henri: [www.paulhenriimages.com](http://www.paulhenriimages.com), 818-3775
- Paul Schraub: [www.paulschraubphoto.com](http://www.paulschraubphoto.com), 426-4537
- Paul Titangos: [www.titangos.com](http://www.titangos.com), 423-8786
- rr jones: [www.rrjones.com](http://www.rrjones.com), 429-5926
- Steve Westen (specializes in jewelry): [tsl@cruzio.com](mailto:tsl@cruzio.com)
- Tim Matthews: [www.timmatthewsphoto.com](http://www.timmatthewsphoto.com), 234-5389

### **What are typical expenses to expect 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, etc.)
- Paid advertising in local papers & online
- Professional photographs of your artwork
- Website design/updating



# 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.

- **Saturday, March 11, 1-2pm:** Arts Council Santa Cruz County, 1070 River St, Santa Cruz
- **Thursday, March 16, 7-8pm:** Watsonville Center for the Arts, 375 Main St, Watsonville (bilingual)
- **Saturday, April 1, 1-2pm:** Watsonville Center for the Arts, 375 Main St, Watsonville (bilingual)
- **Wednesday, April 5, 7-8pm:** Arts Council Santa Cruz County, 1070 River Street, Santa Cruz

## Open Studios costs

### \$40 APPLICATION FEE

- Non-refundable fee. Payment must be received no later than 5:00 pm, Tuesday, May 2, 2023.

### \$300 PARTICIPATION FEE for returning artists

- \$300 Participation Fees\* are due Friday, June 30, 2023

### \$260 PARTICIPATION FEE for first-time participants

- \$260 Participation Fees\* are due Friday, June 30, 2023

\*Staggered payment plans are available. Contact [ann@artscouncilsc.org](mailto:ann@artscouncilsc.org) for details.

**Where do I apply?** Open Studios applications are accepted online ONLY at [zapplication.org](http://zapplication.org).

## 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 2020 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 (under 2.0MB recommended)
4. **File Resolution:** 72dpi
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 a list of 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 <http://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. File **size:** Maximum of 2.75" high x 3.5" wide.

## Artist Guide image requirements:

- The artwork depicted must have been created within the last three years (2020 to present), be representative of the work submitted with your application and work visitors will see in the studio.
- The Artist Guide 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") or width (3.5" wide) isn't exceeded.
- If you want to take advantage of filling the most space on the page, choose a horizontal (landscape) image.
- 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 2023 Open Studios Art Tour jury

Alyssarhaye Graciano, Curator at MACLA/Movimiento de Arte y Cultura Latino Americana  
Frederick Liang, GenArts Silicon Valley program/San Jose Museum of Art marketer, San Jose Museum of Art  
Richard Murai, Assistant Director, Center for Photographic Art, Carmel  
Melissa Pickford, Curator & Art Administrator, Monterey Peninsula College  
Jessica Punzalan, Artist & Community Leader/Creative Service Manager - localcolorsj.org  
Ashley Vaughan, Artist, BA in Visual Art (CSUMB); MFA in Photography (SJSU)

**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 using a scale of 1-10 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 2023 tour?

Artists will be notified by email on Friday, May 26 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 at least 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 and times TBD.

**Open Studios artist meetups:** We will hold late afternoon/early evening weeknight 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, not mandatory. The exhibit opens the Saturday prior to Open Studios (September 30) and remains up through the last Sunday of Open Studios (October 22).

## 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 and be representative of the work visitors will see at your studio.
- 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 an anonymous and confidential survey that helps us gauge the Open Studios' economic and cultural impact in Santa Cruz County and make improvements for the following year.

If you have questions after reading these Guidelines, contact Ann Ostermann, Open Studios & Events Director, [ann@artscouncilsc.org](mailto:ann@artscouncilsc.org) | 831-476-9600 x17

Hispano hablantes - podemos asistir. Contactar: Mina Reyes, Community Organizer, [hermenia@artscouncilsc.org](mailto:hermenia@artscouncilsc.org) | 408-840-6699

**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.