OPEN STUDIOS ART TOUR

How, Why, and When to Apply for the 2024 Tour

ARTS COUNCIL SANTA CRUZ COUNTY

WHAT IS OPEN STUDIOS?
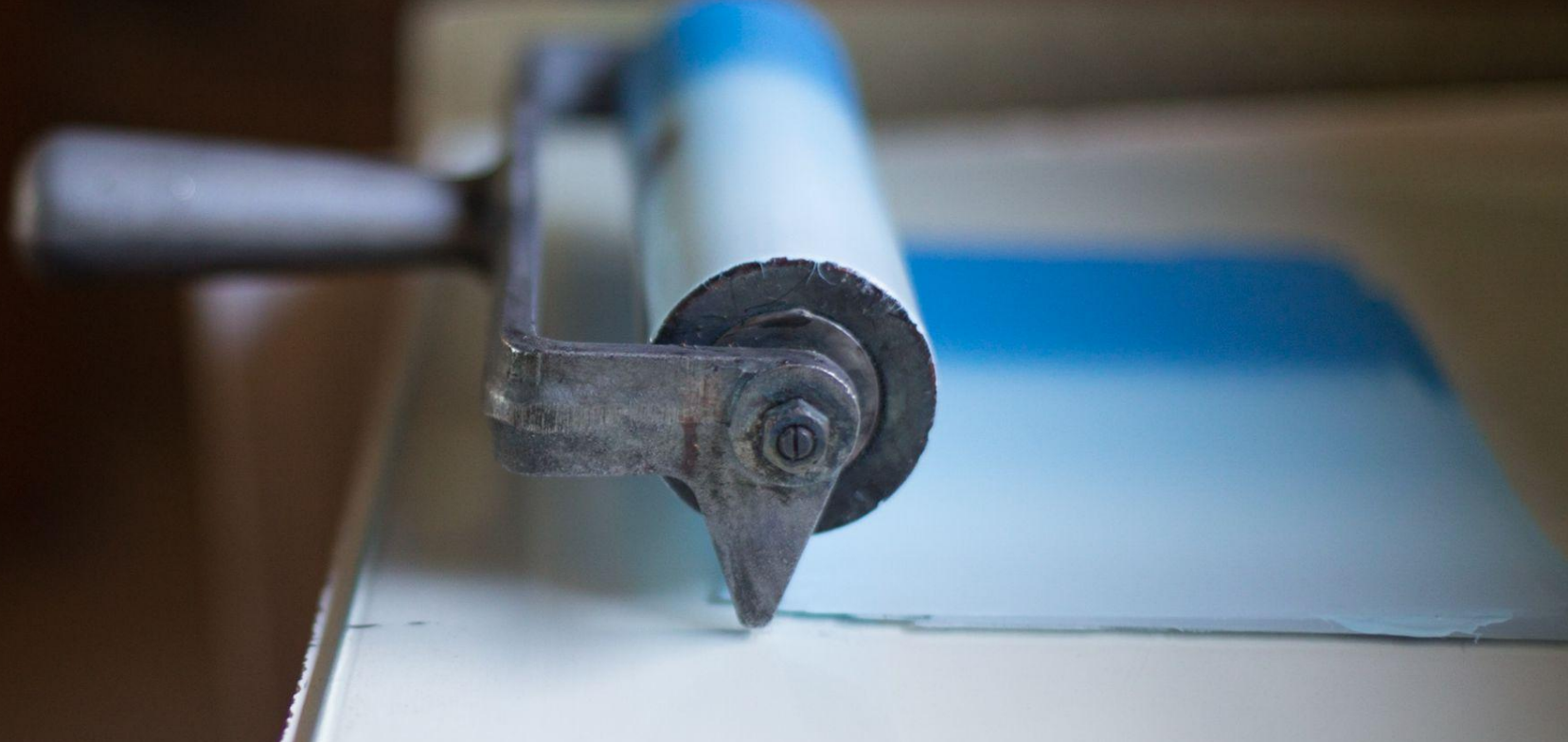
Open Studios is a marketing program for Santa Cruz County visual artists. Artists open up their studios and share their art & creative process with the public. Artists must be permanent residents of Santa Cruz County.

The tour takes place the first three weekends of October.

This is the 38th year of the tour.

WHY SHOULD I BE PART OF OPEN STUDIOS?

As an Open Studios artist, you get to

- ***Share*** *your art with the public*
- ***Sell*** *your art to the public*
- *Take your art business to the next level*

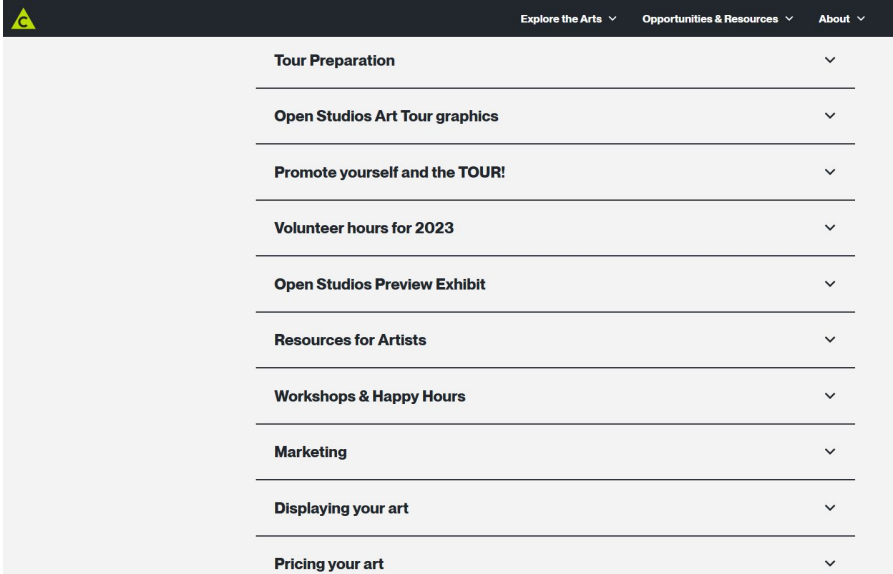# WHAT KIND OF SUPPORT DO YOU GIVE TO ARTISTS?

All first-time participants are offered one-on-one **mentoring** from a veteran Open Studios artist.

A **private resources website** filled with support documents covering all aspects of the tour (see right)

Technical support in the months leading up to the start of the Tour including workshops and emails covering a variety of topics – marketing your artwork, pricing your artwork, social media "how-to" and more.

Private Facebook group for Open Studios artists where you can support each other and share information.

Artist meetups in June, July, August & September.

Tour Preparation

Open Studios Art Tour graphics

Promote yourself and the TOUR!

Volunteer hours for 2023

Open Studios Preview Exhibit

Resources for Artists

Workshops & Happy Hours

Marketing

Displaying your art

Pricing your art

Explore the Arts   Opportunities & Resources   About

HOW MUCH ART DO I NEED TO HAVE TO APPLY?

HOW MUCH ART DO I NEED ON OPENING DAY?

In order to apply, you will need high quality digital images of **seven individual pieces of art** created between 2021 and the present that represent a cohesive body of work that shows technical proficiency in **one selected medium**.

How much artwork do I need to have completed by the start of the tour?

On opening day you need to have a minimum of **fifteen original pieces** in the selected medium under which you were juried on hand for the public to see.

WHAT ARE THE JURORS LOOKING FOR?

The jurors review and score each application 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.

Make sure you aren't showing a multitude of voices, techniques, and styles in your selections for your body of work. You will be able to show ALL of your artistic voices and art in different mediums during the tour.

For our application you must curate a selection of seven images that reflect *a cohesive voice in your one chosen medium.*

Consistency: *applies to all media categories*

- Make sure that all of your images have a consistent feel and look.
- A consistent theme, lighting, background, subject, etc., will make your submission appear professional.

Consistency examples:

Poor

Good

Artwork photography

Your digital images are your *only* voice with the jurors. They don't know if you're new to the field or if you've been making art for decades.

You can take your own photographs or hire someone to take them for you. A list of local professionals is on page 4 of the Guidelines.

If you take your own photos for the application, please keep the following tips in mind:

Lighting:

- Lighting is an important factor when photographing your work.
- Be sure that your camera is set and white-balanced for your lighting conditions.
- Small shifts of light can dramatically bring out the details in your work.
- Play with different angles.
- Avoid hot spots if at all possible.

Lighting examples:

Poor

Good

Exposure:

- Bracket your photographs and take multiple exposures.
- Depending on your lighting, various exposures can give different effects to your work.
- Make sure that your blacks and whites still retain detail.

Exposure examples:

Poor

Good

Focus/Clarity:

- Your images should be clear and in focus. This is especially critical with artwork that has fine detail.
- The more textures and nuances the jurors can see, the more your craftsmanship will be appreciated and noticed.
- Macro photography can significantly enhance jewelry images.

Perspective: *especially applies to jewelry, craft, glass, 3D, fiber*

- Different angles can give off different moods and feelings for the artwork.
- Experiment with various angles.
- Take many photos so you have a variety to chose from.

Perspective examples:

Poor

Good

Size examples:

Poor

Good

Backgrounds:

- Steer away from distracting backgrounds.
- If using a background, gradients and neutral colors work best.
- People, pets, banners, etc., can take away from your work.
- Each image is your chance to glorify your work. Remove any distracting elements.

Backgrounds examples:

Poor

Good
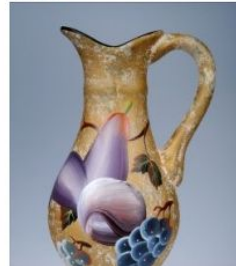
WHO ARE THIS YEAR'S JURORS?

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

HOW DO I APPLY?

Our application has TWO steps

First step: fill out and submit our online application:

https://www.zapplication.org/

- If you haven't used ZAPP before you'll need to **Sign Up** (free)
- **Find** our application
  - Search for Open Studios Santa Cruz
- Click on **Apply to this Show**
- **Agree** to the legal terms
- **Start** your application!

Make it easy on yourself! Before you start your application, watch each of the help videos from Zapp.

Click on the "i" help button at the top right of the Zapp screen. Once there, scroll down to the Help Videos button.

Videos are less than 3 minutes each and will make applying online much less stressful.

ZAPP has a YouTube channel where you can find all of their help videos:
https://www.youtube.com/@ZAPPlication

My Portfolio is your media library.

You will need to upload at least 7 images to your portfolio to use in the application.

For each image, you will need to supply the title, medium, dimensions, and price.

You can upload as many images as you want, then choose which seven work best for your application.
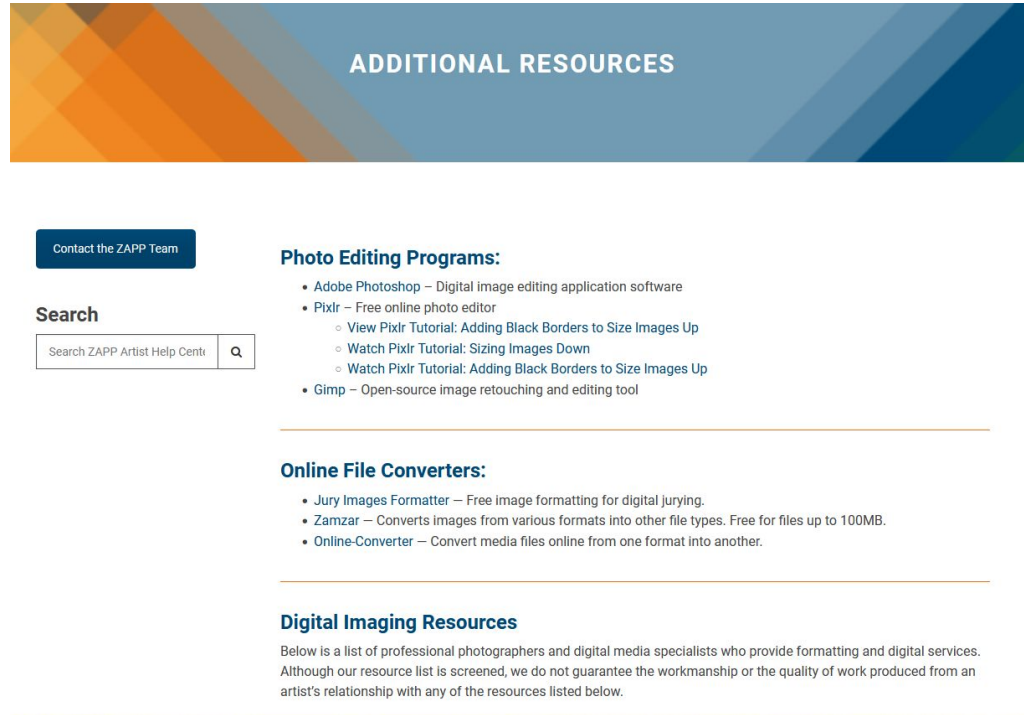
We do not require a booth shot.

All images uploaded to your portfolio 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

ZAPP features online file converters. They're easy to use and are FREE!

ADDITIONAL RESOURCES

Contact the ZAPP Team

Search

Search ZAPP Artist Help Cente

Photo Editing Programs:
- Adobe Photoshop – Digital image editing application software
- Pixlr – Free online photo editor
  - View Pixlr Tutorial: Adding Black Borders to Size Images Up
  - Watch Pixlr Tutorial: Sizing Images Down
  - Watch Pixlr Tutorial: Adding Black Borders to Size Images Up
- Gimp – Open-source image retouching and editing tool

Online File Converters:
- Jury Images Formatter — Free image formatting for digital jurying.
- Zamzar — Converts images from various formats into other file types. Free for files up to 100MB.
- Online-Converter — Convert media files online from one format into another.

Digital Imaging Resources

Below is a list of professional photographers and digital media specialists who provide formatting and digital services. Although our resource list is screened, we do not guarantee the workmanship or the quality of work produced from an artist's relationship with any of the resources listed below.

Start your application. Fill out at least one field so that you can save your application.

Fill in your Description of Materials and techniques. The description is limited to 750 CHARACTERS: letters, spaces, and punctuation. This is NOT an Artist Statement. Do not include your name in the description.

Draft it beforehand in Word/pages so you can easily check your character count; then copy & paste your text into the application.

You can click **Save progress** at any time to review your answers. Any incomplete fields will show up in red.

Completed applications must be submitted and checked out no later than midnight, April 30th. There are NO exceptions.

Once you've filled out all of the required fields click Continue.

Now it's time to assign seven images for this application. Follow the instructions and select the images you want to use.

At the bottom of the application, you select images from your Portfolio. As you add images, the system will tell you how many are still needed.

Once you've selected your seven, click Save & Preview.

Take a moment on the Application Preview page to "Preview as Juror" - you'll be able to see what your application will look like to the jurors. Make sure you're happy with the flow of the images - start and finish strong.

If you don't like the order of the images, select Edit Application, go back to the Image Selection page, click on Change Image order and drag and drop into the desired order.

The Preview as Juror slide show will start with image #1 and finish with image #7.

After the jurors have viewed all your images, the next slide will show the 7 images and your Description of Materials & Techniques.

Jurors can click on the "i" info button which brings up details for each piece: the title, medium, and dimensions show as well as your application 'Description of materials & techniques'.

The price you assigned to your piece and any individual description of the piece from your portfolio does NOT show up in the details for the jurors.
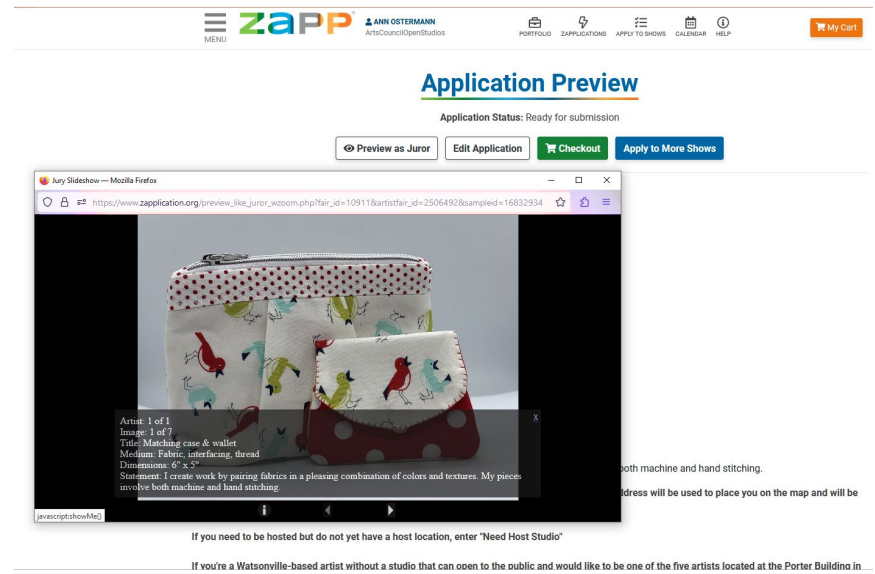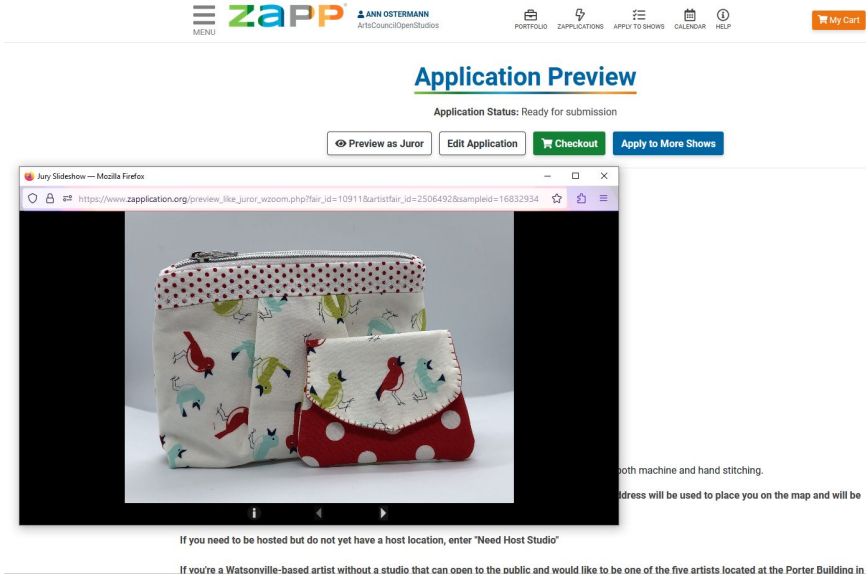
Once you're satisfied with everything in your application, click on the green **Checkout** button.

Pay the $40 application fee online *or* select pay by check. Checks should be mailed to Arts Council Santa Cruz County, 1070 River Street, Santa Cruz, CA 95060.

You've now completed the **FIRST STEP** of our application process.

Once you've successfully submitted your application on ZAPP, I'll email you with instructions on uploading your hi-res Artist Guide image to the hold site.

STEP 2: Upload your Artist Guide image

https://comprinters.com/artupload/

After you've successfully uploaded your Artist Guide image, I'll email you to let you know you've completed our application process.

HOW MUCH DOES IT COST?

It costs $40 to apply (non-refundable)

If you're invited to be part of the 2024 Tour:
● Returning artists pay a $300 participation fee by 7/1
● First time artists pay a $260 participation fee by 7/1

Staggered payment plans are available (June/July/August)

What do I get for my $300/$340?

- 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 where your art is seen by 4,000+ visitors (optional).

WHAT IF MY STUDIO WON'T WORK FOR THE TOUR?

HOST STUDIO OPTIONS

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 works with you to find just the right spot for you.

Watsonville-based artists:
We have secured space for FIVE artists to hold their Open Studios inside the Porter Building on Main Street, Watsonville.

Space will be available Oct. 12 & 13 and Oct. 19 & 20.

Santa Cruz/North County artists:
We have secured space for TWO artists to hold their Open Studios in the classroom at the Santa Cruz Art League. Tannery Arts Center Loft residents will be given priority placement.

Space will be available Oct. 5 & 6 and Oct. 19 & 20.

WHAT IF I HAVE QUESTIONS?

Your best resource is our Guidelines & FAQs. Download a copy from our website: https://santacruzopenstudios.com/

I'm happy to answer any questions you might have.

- Email me - Ann Ostermann ann@artscouncilsc.org

- Call or text me: 831-226-1189

- Set up a one-on-one meeting with me.

If you run into issues with the platform, contact the ZAPP Help Desk: M-F, 8:30am-5:00pm MDT.

contactzapp@westaf.org | 888.562.7232

ARTS COUNCIL SANTA CRUZ COUNTY

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THANK YOU FOR COMING TODAY!