

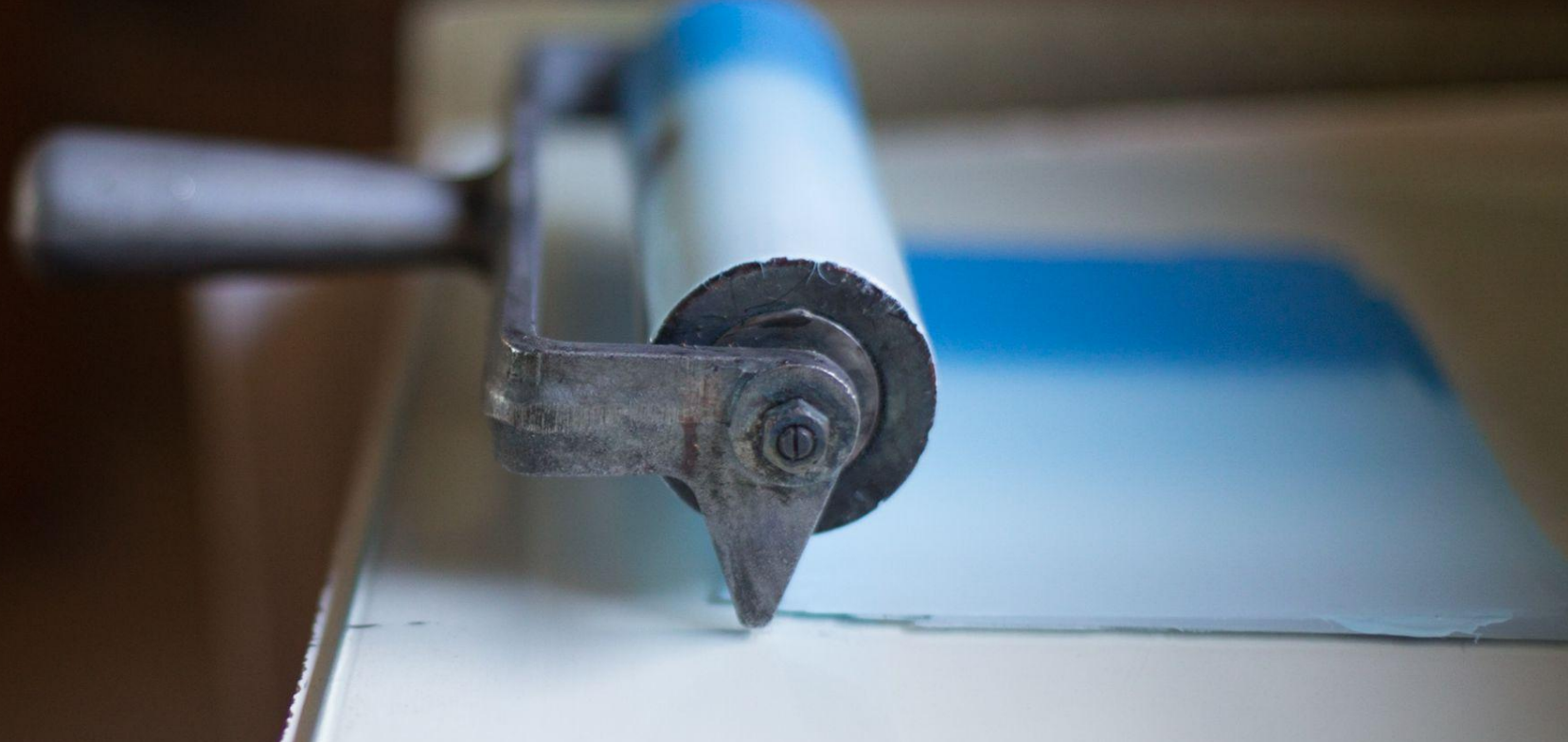


# OPEN STUDIOS ART TOUR

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



# 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?



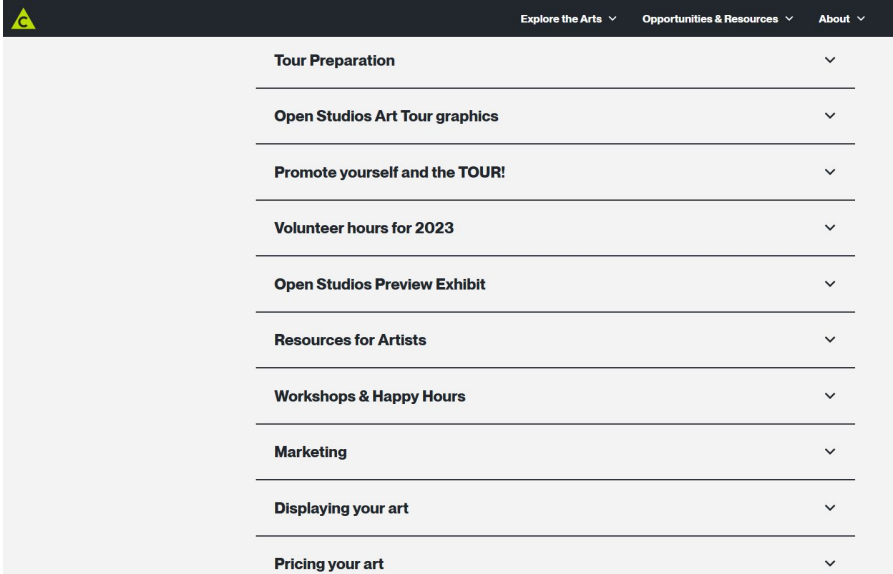
All first-time participants are offered one-on-one **mentoring** from a veteran Open Studios artist.

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.



The image shows a screenshot of a website's navigation menu. The header is dark with a yellow triangle logo on the left and three menu items: "Explore the Arts", "Opportunities & Resources", and "About". The sidebar is light gray and contains a list of menu items, each with a downward arrow on the right:

- 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

**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**.

Artwork and Statement

**Statement:**

Artist's Statement  
My passion is the use of vibrant color and line work in all my art and you will see these dominant elements of design in most of my pieces. I enjoy capturing the energy and joy of a subject and not just the photo representation. Watercolor is my primary medium but I also love to experiment with other new mediums and textures and break away from the norm.

 <p><b>Goat-Land</b> 36" x 36" \$1,500.00</p>	 <p><b>Blue Vase</b> 636" x 36" \$1,500.00</p>	 <p><b>Color Blast</b> 36" x 36" \$1,500.00</p>	 <p><b>Sheep #1</b> 36" x 36" \$1,500.00</p>	 <p><b>Poppies</b> 20" x 20" x 1" \$500.00</p>	 <p><b>Broken Flowers</b> 40" x 40" x 2" \$2,500.00</p>
 <p><b>Pastel Poppies</b> 36" x 36" x 2" \$1,500.00</p>					

## 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:*



## 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:**

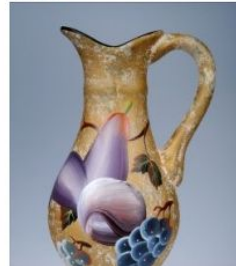
- Steer away from distracting backgrounds.
- If using a background, gradients and neutral colors work best.
- People, pets, banners, etc., can take away from your work.
- Each image is your chance to glorify your work. Remove any distracting elements.

*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!

The screenshot shows a web browser displaying the ZAPP website. The URL is <https://www.zapplication.org/event-info.php?ID=11909>. The page features a navigation menu with options like 'MENU', 'ZAPP', 'ANN OSTERMANN ArtsCouncilOpenStudios', 'PORTFOLIO', 'ZAPPLICATIONS', 'APPLY TO SHOWS', 'CALENDAR', 'HELP', and 'My Cart'. The main heading is 'Event Information' for 'Open Studios Art Tour 2024'. Below this is the logo for 'ARTS COUNCIL SANTA CRUZ COUNTY'. There are buttons for 'BACK TO EVENTS', 'Apply to this Show', and 'CONTACT EVENT'. The 'Event Pages' section lists the location as Santa Cruz County, California (West), with contact info 831-226-1189. Requirements include 'Accepted Application Types: Artist', 'Images: 7 (a booth shot is NOT required)', and '\$ Fee: (Application Fee): \$40.00'. The 'Application Amount' section states 'You can submit up to 2 applications for this show'. A status message reads 'YOUR APPLICATION #1 STATUS: Ready for submission APPLY AGAIN TO THIS SHOW'. Below this are buttons for 'GENERAL INFORMATION', 'RULES/REGULATIONS', 'BOOTH INFORMATION', 'REFUND POLICY', and 'JURY DETAILS'. The 'EVENT INFORMATION' section welcomes visitors and describes the tour as a self-guided experience. At the bottom, a small text snippet mentions 'Now in its 38th year, the Open Studios Art Tour is one of Santa Cruz County's most anticipated annual art happenings. Each year 300+ artists throughout the county open their creative spaces to...'. The Windows taskbar is visible at the bottom of the browser window.



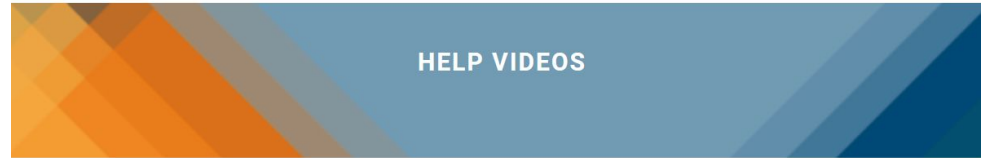
Make it easy on yourself! Before you start your application, watch each of the help videos from Zapp.

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>



Contact the ZAPP Team

### ZAPP Artist Help Videos

#### Search

Search ZAPP Artist Help Centre

- ▼ Navigating ZAPP
- ▼ How to Upload Images
- ▼ How to Apply to Events
- ▼ How to Checkout Applications
- ▼ How to Purchase Booths
- ▼ Managing Statements of Technique

## 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.

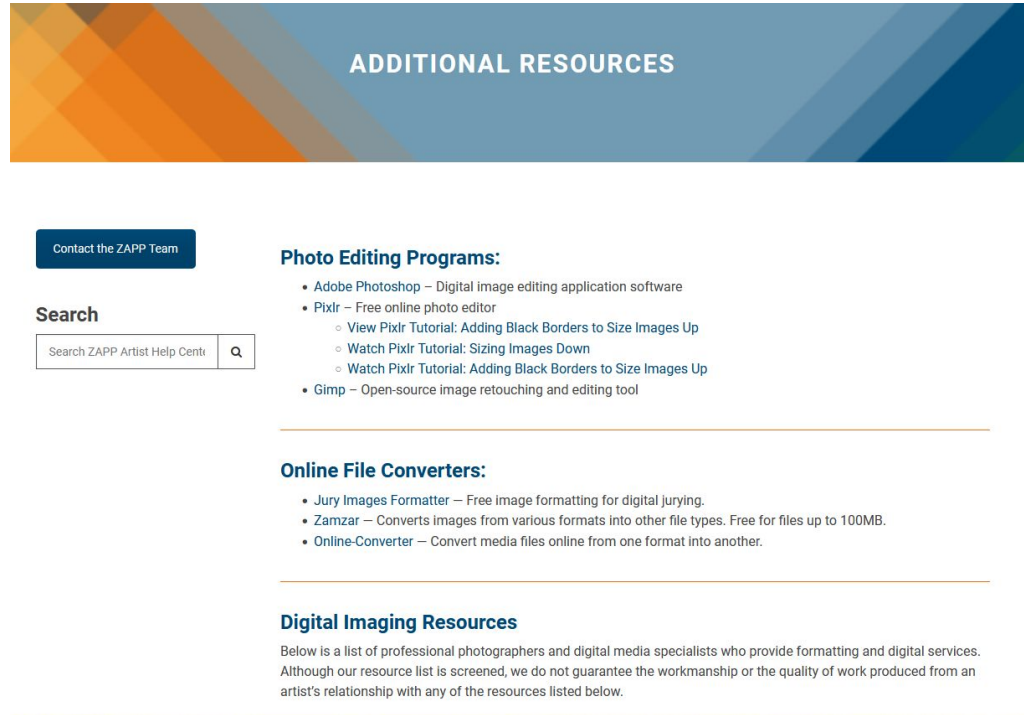
We do not require a booth shot.

The screenshot displays the ZAPP 'My Portfolio' page. At the top, there is a navigation bar with the ZAPP logo and 'ANN OSTERMANN ArtsCouncilOpenStudios'. On the right, there are icons for PORTFOLIO, ZAPAPPLICATIONS, APPLY TO SHOWS, CALENDAR, and HELP. The main heading is 'My Portfolio' with a brief description: 'My Portfolio is your media library. Upload and store media that you want to submit with your applications.' Below this, a storage progress bar shows 'STORAGE LIMIT: 1000 MB' and '29 MB Used' (971 MB Available). A navigation bar contains 'Artwork Images', 'Booth Shots', 'Files', and 'Saved Statements'. A note states: 'Images can be attached to applications that collect images for jurying. Photos must be a minimum of 1400 pixels on the longest edge. For the best results Preparation Guidelines.' There are buttons for 'Upload Artwork Image' and 'Image Guidelines', and a 'SORT BY: Title (A-Z)' dropdown. A 'Show List View' link is also present. The main area shows a grid of six zipper case images with their respective titles: 'Zipper Case & Wallet - Dragonflies', 'Zipper Case & Wallet - Tomatoes', 'Zipper Case Campers', 'Zipper Case Foxes', 'Zipper Case Chickadees', and 'Zipper Case Sunglasses'.

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 Cent

### 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

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### 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.

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### 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.

The screenshot shows a web browser window with the URL [https://www.zappapplication.org/application-edit.php?application\\_id=2718659](https://www.zappapplication.org/application-edit.php?application_id=2718659). The page header includes the ZAPP logo and navigation links for MENU, PORTFOLIO, ZAPPLICATIONS, APPLY TO SHOWS, CALENDAR, and HELP. A "My Cart" button is visible in the top right. The main heading is "Application". Below it, instructions state: "Answer all questions marked (Required). Click **Save Progress** before leaving the page and to save your work often. Click **Continue** to move to the next page of the application." The form content includes:

- Open Studios Art Tour 2024** with a "Contact Event" button.
- Website: <https://santacruzopenstudios.com>
- Phone: 831-226-1189
- Fee (Application Fee): \$40.00
- Select Your Show Specific Medium Category (Required)**: A dropdown menu is set to "Fiber Arts/Textiles".
- Description of Material and Technique (Required)**: Instructions to provide a 750-character statement. A "Choose Method" dropdown is present. A text area contains the text: "I create functional fiber art using a variety of fabrics and techniques." Below the text area, it says "(Used 72 of 750 characters max)".
- A note at the bottom: "List your STUDIO STREET ADDRESS here (only the street info - do not include city and zip). This address will be used to place you on the map and will be listed in the main section of the Artist Guide."

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.

- Mosaic
- Painting: Acrylic
- Painting: Ink, Charcoal, Pencil, Graphite
- Painting: Oil
- Painting: On Silk
- Painting: Pastel
- Painting: Watercolor
- Photography
- Printmaking
- Sculpture: Clay
- Sculpture: Metal
- Sculpture: Paper
- Sculpture: Stone
- Sculpture: Wood
- Wearable Art
- Woodworking

**?** Please provide an Artist Guide Description: This text is printed in the Artist Guide with your image. Do NOT give a description of the image itself. This description should give the public an idea about your body of work, and if possible mention what medium you work in. We no longer list the medium along with the image and sometimes it's hard to tell a painting apart from a photograph etc. This description is limited to a MAXIMUM of 70 CHARACTERS. Characters include, letters spaces, and punctuation.

Click on the question mark to see examples.

**?** Will you be participating in both days of All County Weekend?

- Yes
- No

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.

The screenshot shows a web browser window with the URL [https://www.zapp.org/application-samples.php?application\\_id=2718659](https://www.zapp.org/application-samples.php?application_id=2718659). The page title is "Image Selection". The navigation bar includes "MENU", "zAPP", "ANN OSTERMANN ArtsCouncil/OpenStudios", "PORTFOLIO", "ZAPPLICATIONS", "APPLY TO SHOWS", "CALENDAR", "HELP", and "My Cart".

The main content area is titled "Image Selection" and contains the following text: "Upload new images or choose from your portfolio. Click Save and Preview to review your application before completing checkout."

Below this text is a section for "Open Studios Art Tour 2024" with a "Contact Event" button. The details are: "Website: <https://santacruzopenstudios.com>", "Phone: 831-226-1189", and "Fee (Application Fee): \$40.00".

There is a "Image Submission History" button on the right side of the page.

The "Image Selection" section is active, showing "Image Requirements" and instructions: "Upload new images or choose images from your portfolio:"

- Select an image from your portfolio by clicking on the thumbnail or checkbox next to the image.
- Upload a new image by selecting the **Upload Image** button in the **Portfolio** section.
- Your images will appear to jurors in the order you select them. Click the **Reorder Images** button to drag and drop the images into a different order.

Below the instructions is a "Select Artwork Images: 0 / 7" section. It displays seven image slots labeled "Image 1" through "Image 7". Each slot contains a large number (1 through 7) in a circle, indicating the selection order. The slots are arranged in two rows: the first row has five slots (Image 1 to Image 5) and the second row has two slots (Image 6 and Image 7).

The Windows taskbar is visible at the bottom of the screen, showing various application icons.

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.

www.zapplication.org/application-samples.php?application\_id=2718659

VAE 24 SignUp ACSCC AC web edit Asana Basecamp CP ShareFile CP upload Expensify FB Google LGL MailChimp OS 23 Private Page WF WaPo

MENU **ZAPP** ANN OSTERMANN ArtsCouncilOpenStudios PORTFOLIO ZAPPLICATIONS APPLY TO SHOWS CALENDAR HELP My Cart

Image Selection [Image Requirements](#) [Image Submission History](#)

Upload new images or choose images from your portfolio:

- Select an image from your portfolio by clicking on the thumbnail or checkbox next to the image.
- Upload a new image by selecting the **Upload Image** button in the **Portfolio** section.
- Your images will appear to jurors in the order you select them. Click the **Reorder Images** button to drag and drop the images into a different order.

Click **Save & Preview** to review your application before completing checkout.

ERROR: The image requirement is not met. Please select/upload 1 artwork image .

Select Artwork Images: 6 / 7

1 Matching cas... 2 Zipper Case K... 3 Zipper Case S... 4 Zipper Case ... 5 Zipper Case F... 6 Zipper Case ... 7 Image 7

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 screenshot shows a web browser window with the URL [https://www.zapplication.org/application-preview.php?application\\_id=2718659](https://www.zapplication.org/application-preview.php?application_id=2718659). The browser's address bar and tabs are visible at the top. The website header includes the ZAPP logo, the user's name 'ANN OSTERMANN ArtsCouncilOpenStudios', and navigation links for PORTFOLIO, ZAPPLICATIONS, APPLY TO SHOWS, CALENDAR, and HELP. A 'My Cart' button is also present.

## Application Preview

Application Status: **Ready for submission** (Not Yet Submitted)

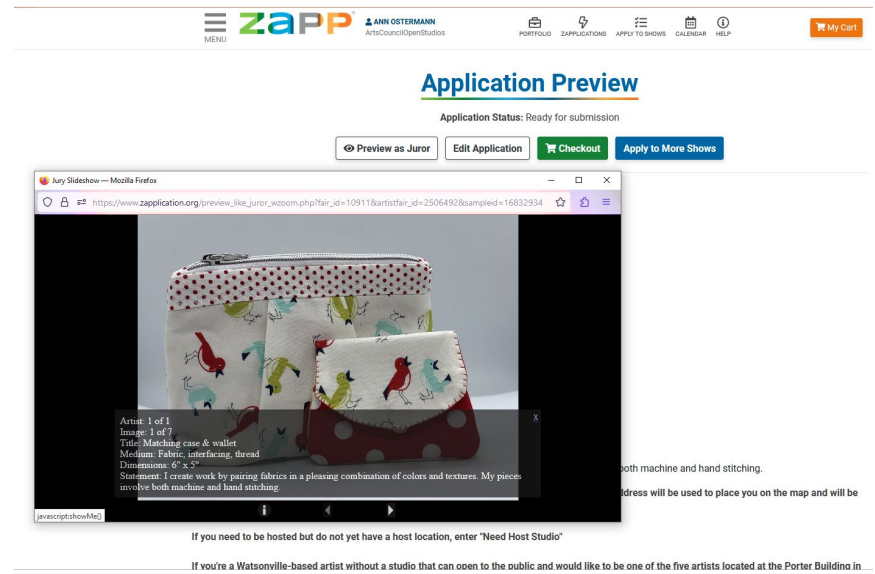
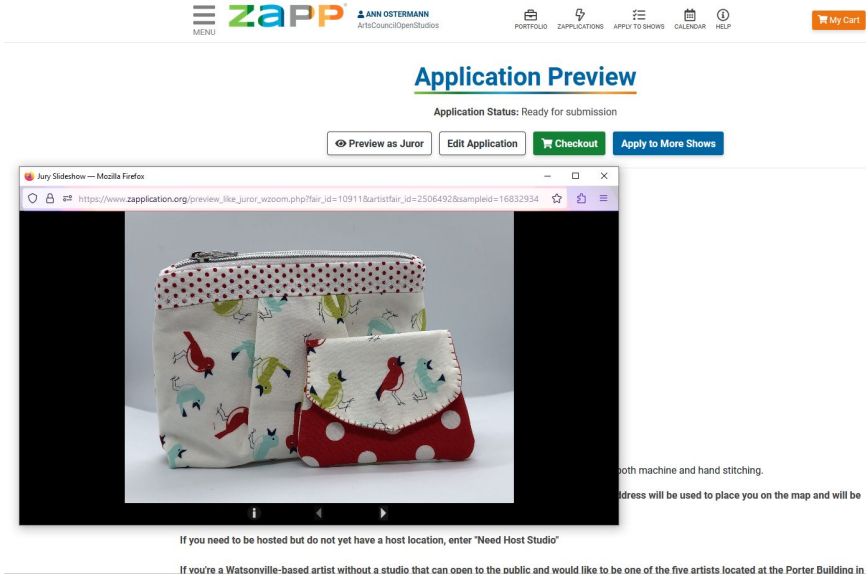
Navigation buttons: [Preview as Juror](#), [Edit Application](#), [Checkout](#), [Apply to More Shows](#)

Tags	Open Studios Art Tour 2024
Comments	<b>Fee (Application Fee):</b> \$40.00 <b>Application ID#:</b> 2718659 <b>Applicant:</b> Ann Ostermann <b>Business or Studio Name:</b> 1070 River Street Santa Cruz, CA 95060 USA <b>Primary Phone:</b> 831 475-9600 <b>Alternate Phone:</b> <b>Email:</b> ann@artscouncilsc.org <b>Website:</b> www.artscouncilsc.org <b>Selling Website:</b> <b>Collaborator:</b>
Your Show Specific Medium Category	Fiber Arts/Textiles
Description of Material and Technique	I create functional fiber art using a variety of fabrics and techniques.
List your STUDIO STREET ADDRESS here (only the street info - do not include city and zip). This address will be used to place you on the map and will be listed in the main section of the Artist Guide.	
If you need to be hosted but do not yet have a host location, enter "Need Host Studio"	

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.

MENU **ZAPP** ArtsCouncilOpenStudios PORTFOLIO ZAPPLICATIONS APPLY TO SHOWS CALENDAR HELP My Cart

**ZAPP Shop**

All products eligible for purchase are displayed. Not all events sell their booth products through ZAPP.

Learn More

**Checkout** Collapse All Expand All

1 Products

Item	Purchase Deadline	Total	Action
Open Studios Art Tour 2024 App ID: 2718659			
Application Fee	05/01/2024	\$40.00 ✓ Added	

Next Step

My Cart

Open Studios Art Tour 2024  
App #2718659  
Application Fee  
Quantity: 1 \$40.00

Cart Subtotal: \$40.00

Empty Cart

Need help? Visit our Help Center or Contact Us

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.



### 2024 Open Studios Art Tour Artist Guide Artwork File Upload

#### IMPORTANT DEADLINE:

Image must be received by midnight, May 1st, in order for applications to be sent to the jury.

#### Read this before uploading your file.

Please follow these guidelines when preparing your file.

- File Name:**  
Lastname.Firstname.tif
- File Format:**  
.tif or .jpg only
- File Resolution:**  
300 dpi only (IMPORTANT)
- Maximum File Size**  
3.5" wide x 2.75" tall or  
1050 px wide x 825 px tall  
(artboard size)
- Color Mode**  
CMYK preferred.

For questions or assistance contact:  
Ann Ostermann  
[ann@artscouncilsc.org](mailto:ann@artscouncilsc.org)  
phone/text: 831.226.1189

Email

First Name

Last Name

Name of Art Piece

Powered by community printers





# 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](mailto: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](mailto:contactzapp@westaf.org) | 888.562.7232



**Ann Ostermann**  
**Open Studios & Events Director**

**Call|text: 831-226-1189**  
**ann@artscouncilsc.org**

**Español: Oscar Rios**

**navasrios@yahoo.com**

**THANK YOU FOR**  
**COMING TODAY!**