

# Chautauqua - Lake Erie Art Trail 2012

## Chautauqua Region Open Studio Tour

### *Presented by North Shore Arts Alliance*

**Saturday and Sunday, May 26th and 27th| 10am-5pm and**

**Saturday and Sunday, June 2nd and 3rd| 10am-5pm**

**Application Deadline: Thursday, September 22, 2011**

#### **ANNUAL FEE: \$250**

The annual *CLEAT* fee gives artists the benefit of the mass exposure through the brochure, advertisements, media releases, and website. The fee supports marketing and operating costs related to the promotion of *CLEAT*.

#### **ARTIST OBLIGATIONS**

- *As a participant in CLEAT you, also, become a member of the North Shore Arts Alliance and are eligible for other opportunities to exhibit in NSAA events and shows. Jurying for the Chautauqua-Lake Erie Art Trail has the strictest standards and takes precedent over other procedures for selection. Jurying is done anonymously by a pool of professional artists.*
- All studios must be open Saturday and Sunday May 26 and 27, optional for opening Saturday and Sunday June 2 and 3. You must make your commitment for the optional June weekend at time of application, so it can be designated in the brochure. Artists accepted into the *CLEAT* event **must be in their studio** on these days and times; a closed studio affects the integrity of the entire open studio event. If an emergency or sickness arises, artists must find someone to staff their studios during these times.
- Artists are encouraged to have work for sale during the Art Trail. Collecting and reporting New York State Sales Tax is the responsibility of the artist. New York State requires "every person who sells taxable tangible personal property or taxable services (even if you make sales from your home) to register." For more information from the State of New York, visit <http://www.tax.ny.gov/bus/st/register.htm>
- Participating artists will be asked to share their mailing list with NSAA so that all promotional mailings are coordinated through NSAA, avoiding duplicate mailings to visitors. Email announcements and press releases will be provided to participating artists so a consistent message may be sent. Announcements can be personalized when forwarded by each artist.
- Artists are expected to meet the Sept. 22, 2011 deadline for artist statements, images, application, and fee.
- NSAA does not offer insurance for artists, galleries, participants and/or patrons of this event. It is advised that all participants investigate their personal homeowner or business insurance policies.
- Artists must collect visitor information to document the event success for grant reporting; NSAA will provide sign in sheets for this purpose. Final reporting includes sharing sales figures with NSAA. All information will be kept confidential.
- Works of non-participants in the Art Trail are prohibited from being displayed for sale at your Studio. Failure to comply with this requirement will jeopardize your participation in future Art Trails.
- Artists, especially those new to the Art Trail, are encouraged to attend a 1 hour workshop presented by the Committee/Board. Date and Time TBA.

## **Artist Information:**

Via email: Please fill out this form and return it by email (Microsoft Word or Rich Text Format-PDF's are acceptable). You may, also, send images in the highest quality/resolution your e-mail will allow in either JPG or TIFF.

**But, please,** mail your check, a CD (containing 5-7 image photos and 2 of studio space (from different angles) in TIFF or JPEG, and a list of images, artist description and statement), and the signed hard copy application form. **All mailed material must be postmarked no later than September 22.**

**Make Checks payable to North Shore Arts Alliance -\$250**

**E-mail: [director@northshoreartsalliance.com](mailto:director@northshoreartsalliance.com)**

**Deadline: Thursday September 22, 2011.**

Mail to:

**North Shore Arts Alliance, Inc.**

**P.O. Box 1301**

**Dunkirk, NY 14048**

## **Checklist**

**1. Application:** Emailed and saved to CD with images. (See Below) Application by e-mail does not preclude the need to send signed hard copy of application and hard copy of text.

**2. Images:** CD 5 to 7 images of recent work and 2 of the studio space where you will be setting up. The images of your art will be used in the brochure, on the website and possibly for future publicity (Press releases, post card invites, poster, etc...) It is very important that they be of the highest quality and clarity. Please number your images, #1 being your first choice for inclusion on the brochure. Please feel free to include an additional image of you. This image could be a close up or you working in the studio or in front of your studio or working on location.

Digital Images: Preferred image size is five inches or greater (long dimension) at 300 dpi or better; minimum image size is 2 inches (long dimension) at 300 dpi. JPG or Tiff is acceptable. Crop to exclude unwanted background elements (wall, frame, etc.).

**3. Check for Annual Fee:** \$250 made out to **North Shore Arts Alliance**

# Application for 2012 Chautauqua-Lake Erie Art Trail

## 1. Information for Brochure and Website:

Name: \_\_\_\_\_

Business Name, if any: \_\_\_\_\_

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

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

By appointment only or list business hours (choose one and hours must fit on one line).

2. (Optional) Gallery representation: Since this is a cooperative effort we would like to include the name of the gallery that represents you. Gallery listings will be part of your 30 word text for the brochure and will also appear on our website.

## 3. Choose up to three mediums:

sculpture                      furniture                      mixed media                      fiber

ceramics                      functional art                      photography

painting/drawing                      printmaking                      other (please list)

4. Describe your work in five words (Stoneware Pottery, Bowls, Mugs, and Vases) to be used for website purposes.

5. Short Artist Description for Brochure; no more than 30 words. (For examples, check out the 2011 brochure at: <http://www.chautauquaarttrail.com/styled/index.html>)

6. List of images: (enter information in this order) title, size, medium.

Example: "Barn in Winter", 19" x 15", oil.

Image 1

Image 2

Image 3

Image 4

Image 5

2 Images of studio (optional: you at work) (file name only)

7. Short Artist statement for web; 100 words or less. (For examples, check out statements at: <http://www.chautauquaarttrail.com/Artists/Artists.html>)

8. Which of these interests you as a member of NSAA? Check all that apply.

\_\_\_\_\_ Marketing

\_\_\_\_\_ Fundraising

\_\_\_\_\_ Events

**Certification:** I certify that the information contained in this application is true and correct.

I agree to be in my studio for all dates and times of the open studio weekend and act as a representative of my own work. I understand the importance of being in my studio. If an emergency arises, if I am sick, etc. I will make sure that my studio is staffed in my absence.

I understand that my participation in the NSAA event, known as CLEAT, may be terminated at any time at the discretion of the NSAA Board without cause, and in writing. Should my participation be terminated at the option of NSAA or at the option of myself, I shall have no other recourse in equity or at law.

All accepted artist's images will be held as part of the NSAA database. All images must be released for reproduction in all media. I have read the specifications for sending digital images and I understand that if the digital images I send are not up to the standard requested, I will need to work with NSAA staff to improve quality.

I understand that I am required to ask visitors to my studio on open studio weekends to fill out a survey form. I will send those forms and feedback forms (including sales data which will be kept confidential) back to NSAA within one month of the event.

I understand that NSAA does not carry insurance to cover events that happen at my "Art Trail" location to include injury, damage, or any other type of calamity. I agree to hold harmless NSAA, its employees, officers, volunteers and directors from any and all claims, actions, demands or other proceedings for any actual or alleged injury to persons or damage to property for an reason whatsoever and/or arising out of any act or omission of myself, and my premises.

Artist signature: \_\_\_\_\_

Date: \_\_\_\_\_