

ABOUT Ventura Studio Artists Tour Weekend

OVERVIEW

Presented by *Focus on the Masters*, the **Ventura Studio Artists Tour** offers a rare opportunity for up close and personal experiences with artists in their studios. From spectacular glassworks and woven tapestries to intricate sculptures and canvas ablaze with color, artwork created by close to fifty of Ventura's fine artists is on display.

Known for its inviting and casual atmosphere, the *Ventura Studio Artists Tour* is fondly described by many as "an art-filled experience." The celebration begins with the Friday night *Gala*, where event sponsors and community leaders mingle with artists in a not-to-be missed party at the Brooks Institute of Photography Motion Picture Campus. The weekend continues with two full days of self-guided *Studio Tours*, during which artists offer hospitality and demonstrations in their studios, as well as opportunities to see and purchase artwork. Lastly, the *AfterGLOW* Celebration closes the festivities as attendees enjoy an evening reception and cruise in the lovely Ventura Harbor with their favorite artists.

Opening Gala & Artist Reception – May 18, 2007

6:30 to 9:00 pm – Brooks Institute of Photography, Motion Picture Campus

Studio Artists Tour – May 19 & 20, 2007

10 am to 5 pm – artist studio's locations throughout City of Ventura

AfterGLOW Celebration – May 20, 2007

6:30 to 8:00 pm - Ventura Harbor Village

OUTREACH

Close to 1,500 attendees are expected for the 2007 event weekend. Local art enthusiasts and regional collectors learn about the Ventura Studio Tour Weekend through a multi-faceted marketing campaign that includes:

- ◆ Press Packets to 100+ newspapers, magazines & specialty publications
- ◆ Postcards to 20,000 art enthusiasts from Santa Barbara to Pasadena
- ◆ Radio spots on four Ventura and Santa Barbara County stations
- ◆ Print ads in local, regional and national newspapers and magazines
- ◆ Posters in 500 storefront windows
- ◆ Website promotions & links through FOTM, the Ventura Visitor Bureau and other sites
- ◆ Email broadcasts and newsletter mailings to 5,500 FOTM members
- ◆ Networking through area arts organizations and local hotels, restaurants & businesses.

Avid collectors or the merely curious, those learning their trade and those looking for inspiration, all come together to experience the arts at the *Focus on the Masters* **Ventura Studio Artists Tour Weekend**.

BENEFICIARY

The *Ventura Studio Arts Tour* is the annual fundraising event for *Focus on the Masters*, a non-profit art appreciation program that documents, preserves and presents the works and lives of accomplished contemporary artists. *FOTM* also offers in school arts education through its *Learning To See* Youth Outreach program, a meet-the-artist interview series and art classes and workshops for people of all ages at its Creative Center.

SUPPORTERS

The *Ventura Studio Artists Tour* has enjoyed significant support from Affinity Bank, the City of Ventura, Ventura Visitors & Convention Bureau, Cumulus Media, San Buenaventura Foundation for the Arts, Santa Barbara Bank & Trust, Aloha Steakhouse and numerous other local businesses and FOTM supporters.

INFORMATION

For more information, contact:

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