

Focus on the Masters

Ventura Studio Artists Tour Weekend 2007

Additional applications are available on www.FocusOnTheMasters.com.

Artist Information

4th Annual
VENTURA
STUDIO
ARTISTS
TOUR
WEEKEND

May 18-20, 2007

❖ WHAT is the STUDIO ARTISTS TOUR?

Now in its fourth year, the Ventura Studio Artists Tour - presented by *Focus on the Masters* - provides Ventura artists with an exceptional opportunity to expose and sell their work to Southern California art collectors, curators, patrons and colleagues. The Tour also cultivates greater public awareness and appreciation for the artistic talent that exists in our community while providing a unique behind-the-scenes experience of interacting with artists up close in their work space. This personal connection with the arts community promotes personal growth and discovery while generating ongoing support for the important arts education programs offered by *Focus on the Masters*.

❖ WHO is ELIGIBLE to participate?

Artists living or working in the City of Ventura are eligible to submit an application for participation. Each artist must have a studio that can accommodate at least ten visitors at one time. In select cases, artists may group together or share spaces if their individual studios are not suitable for displaying artwork to the public, and provided that during the Tour, the artists provide demonstrations. However, each participant must submit a separate application form and pay the appropriate fee(s). Commercial galleries that are regularly open to the public during business hours are not eligible to participate.

❖ What are the BENEFITS to participating ARTISTS?

Artists selected to participate in the Tour enjoy numerous benefits including:

Prestige: Positive affiliation with one of Ventura's most prestigious visual art events

Publicity: Artist name listed on *event postcards (20,000 qty)*, *event posters (500 qty)*, and in *press packets* distributed to more than 100 local, regional and national media sources and arts publications

Exhibition Opportunity: Opportunity to exhibit one piece of artwork during a high-profile, pre-Tour preview exhibition hosted by one of the event sponsors

Studio Guide: Artist profile - including artist name, media, color photo of artwork, studio address, phone number, email, website and location map - featured in the Tour guides (*1,000 qty*)

On-line Preview: Featured photo and artist listing on *Focus on the Masters* website (*2,000 hits/month*)

Artist Reception & Gala: Opportunity to show one piece of artwork at the Opening Gala (location to be announced), and to mix and mingle with 400 attendees - fellow artists and art supporters. Each artist receives two complimentary *tickets (\$80 value) one for the artist and one guest*.

Studio Tours: Opportunity to show and sell art to an estimated 600 to 800 Tour attendees during the weekend of the event. Each artist also receives two complimentary tickets to the Tour (*\$50 value*).

AfterGLOW Celebration: Each artist is invited to the AfterGLOW Celebration as the guest of honor for a boat tour and hosted reception at Ventura Harbor Village to cap off the weekend festivities (*\$40 value*)

FOTM Archives: Artist information and biographies added to the *Focus on the Masters* archives.

❖ How are ARTISTS selected?

Selection of artists will be by a panel of distinguished artists and art representatives from the community selected by *Focus on the Masters*. Applicants will be evaluated based on quality of artwork, level of peer recognition, studio facilities, and ability to enhance the overall Tour experience.

Up to fifty qualified artists will be accepted for the Tour. Acceptance letters will be mailed in November. For those not accepted, application fees and materials will be returned.

❖ What is the COST TO PARTICIPATE?

Each participating artist is required to pay an initial fee of \$100 (FOTM Members) or \$135 (Non members). This fee is due with the application and helps to offset some of the promotional and advertising costs affiliated with the event.

In addition, each participating artist will be required to pay a **15% commission** on all artwork sold in connection with the Ventura Studio Artists Tour – this includes the preview exhibition, artist reception & gala, and the two-day studio tour. The commission, payable within thirty days after the Tour, helps to cover event overhead and administration costs. Net proceeds will support year-round arts education programs offered by *Focus on the Masters*.

Artists without credit card capabilities may process sales during the Tour through FOTM credit card service – a 5% processing fee will be charged for each purchase.

❖ What is REQUIRED OF ARTISTS?

All interested artists – even those who have participated in previous years - must submit a completed application **by November 17, 2006**. Those selected will be required to attend **two mandatory meetings**. *Failure to attend these meetings will result in elimination from the Tour.*

Selected artists are also required to personally participate in **both days of the Tour** by welcoming visitors to their studios from 10 am to 5 pm, exhibiting artwork, and offering hospitality. All artists are required to provide their own volunteer docents to greet visitors and assist with art sales and security.

Artists are also encouraged to promote the event through their own publicity materials and websites. Each participant will receive event postcards for distribution to patrons and associates.

It is the responsibility of artists who sell their work to hold a valid sellers permit and to pay sales tax on all sales from their studio.

In addition to these requirements, participating artists have the following **options** to enhance their participation and involvement in the event to ensure its success:

- Volunteer with event planning and marketing
- Exhibit work in preview exhibition
- Attend Artist Reception & Gala
- Attend AfterGLOW Celebration
- Contribute artwork for opportunity drawing

❖ For more information:

Focus on the Masters

1147 E. Main Street
Ventura, CA 93001
805/653-2501

support@focusonthemasters.com

Susan Cook

Studio Tour Artist Liaison
805/ 650-1224

rscook73@msn.com

IMPORTANT DATES

November 17, 2006 – 4 pm
Artist Application Deadline

December 2006

Notification of Acceptance

January 16 or 23, 2007 – 11:30 to 1pm

Mandatory Artist Meeting #1

FOTM Creative Center, 1141 E. Main St., Ventura

March 13 or 20, 2007– 11:30 to 1pm

Mandatory Artist Meeting #2

FOTM Creative Center, 1141 E. Main St., Ventura

May 18, 2007 – 6:30 pm to 9 pm

Artist Reception & Gala

May 19-20, 2007 – 10 am to 5 pm

Ventura Studio Artists Tour

May 20, 2007 – 6:30 pm to 8 pm

AfterGLOW Reception

Ventura Harbor Village

Preview exhibition date pending

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DEADLINE: November 17, 2006 – 4:00 pm

Instructions: Please complete all questions. Print clearly in black ink. Feel free to pass on a copy of application packet to other artists who may be interested. Additional applications are available on www.FocusOnTheMasters.com. Late and/or incomplete submissions will not be accepted.

Artist Information

Artist Name: _____

Medium: _____

Mailing Address: _____ City: _____ Zip: _____

E-mail Address: _____ Website: _____

Studio Phone: _____ Home Phone: _____ Cell Phone: _____

Studio Information

Studio Address: _____ City _____ Zip: _____

Cross Streets: _____

Check all that apply

_____ My studio location is the same as last year (past participants only)

_____ My studio is wheelchair accessible

_____ My studio can accommodate a minimum of 10 people at one time

Type of Work - Circle all that apply

ceramics drawing fiber furniture glass jewelry mixed media mosaics

painting photography printmaking sculpture technology/new media watercolor wearable art

Volunteer Opportunities - Check all that interest you

_____ Installation of preview exhibition

_____ Publicity & promotion

_____ Office assistance

Participation Fee

_____ \$100 FOTM Members _____ \$135 Non-Members *(For membership information log onto www.FocusOnTheMasters.com)*

Method of Payment: Cash Check payable to "FOTM" MC/VISA AMEX Discover

Cardholder Name _____ Card # _____ Exp. _____

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Application Checklist – Carefully review each item and check off before submitting application

- I have included my **participation fee** for the Ventura Studio Artist Tour.
- I agree to a **15% Commission** on all artwork sold during Ventura Studio Artist Tours related events including the pre-event exhibition, Artist Reception & Gala, and the two-day Tour.
- I WILL attend a **Mandatory Artist Orientation** January 16 **or** 23, 2007 from 11:30 to 1 pm (*circle one*) at the FOTM Creative Center, 1141 E. Main St., Ventura
- I WILL attend a **Mandatory Publicity Meeting** on March 13 **or** 20, 2007 from 11:30 to 1 pm (*circle one*) at the FOTM Creative Center, 1141 E. Main St., Ventura
- I have enclosed an easy-to-read 8.5"x11" **map of my studio location** – the map has my name, phone number and studio address on the front, and clearly shows the nearest major cross streets. My studio location is circled in RED.
- I have enclosed at least three **high quality photographs or digital images of my work** (300 dpi JPEG on CD) for review by the panel and publicity purposes. For photographs, I have clearly marked "top" with an arrow to indicate direction of image. All images must include the following information and be numbered accordingly:

Image #1: Artist's Name _____ Title of Work _____ Size _____ Medium _____
Image #2: Artist's Name _____ Title of Work _____ Size _____ Medium _____
Image #3: Artist's Name _____ Title of Work _____ Size _____ Medium _____

General description of your work: _____

- I have enclosed a color photograph or digital **image of my studio** for review by the panel. (*New artists only*).
- I have enclosed a **self-addressed stamped envelope** large enough for the return of materials.
- I have included a **one-page biography** outlining highlights of my art career and/or recent exhibitions.
- I would like to receive _____ postcards to mail/distribute to my patrons to help promote the event.

**Incomplete applications, or applications received after the deadline, will NOT be accepted.
Absolutely no exceptions!**

Artist Participation Waiver

By signing this application, I acknowledge that I have reviewed the Artist Information and the Artist Application and agree to abide by all requirements and conditions as set forth by Focus on the Masters for the 2007 Ventura Studio Artists Tour.

I agree to release Focus on the Masters, its employees, volunteers and sponsors from and against any claim arising from my participation in the 2007 Ventura Studio Artists Tour. I agree to indemnify and hold FOTM harmless from and against any claims in law or equity from any loss or damage to my property during the Tour.

I grant permission for FOTM to use my images to promote the 2007 Ventura Studio Artist Tour.

Signature: _____ Date: _____

Please submit completed application with payment and ALL supporting material by **November 17, 2006** – 4:00 pm.

Focus on the Masters
1147 E. Main Street
Ventura, CA 93001