

COMMUNITY ARTS PARTNERSHIP

(e-mail for new address if mailing anything after March 2)

Community Arts Partnership, Center Ithaca PMB 107, 171 E. State St., Ithaca, NY 14850
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2019-2020 Greater Ithaca Art Trail Potential **NEW** Art Trail Members INSTRUCTIONS & GUIDELINES

Season: June 2019 through May 2020
Open Studio Weekends: October 5-6 & 12-13, 2019 / 11 to 5 each day
Application Due: March 1, 2019
Annual Fee: \$299

ABOUT THE TRAIL

The Greater Ithaca Art Trail is a juried collection of over 40 artists who live in or very near Tompkins County. Visitors can visit the artists by appointment, on monthly **First Saturdays** (optional for artists) and on **two Open Studio Weekends** on October 5-6 & 12-13. (See “Three Membership Options”) A **Group Exhibit at the CAP ArtSpace** in October, with an October 4th First Friday Gallery Night reception, will feature a piece by each artist. Being on the Trail brings artists an enormous amount of exposure. CAP values the amount of publicity that each artist receives at \$28,000 a year. Artists have the opportunity to make sales, connections, commissions, receive offers for shows, and more.

The Art Trail, now in its 20th year, is designed to

- Create a strong community of fine artists/makers with commercial and educational benefits.
- Develop the greater Ithaca area as a viable center for the arts.
- Invite visitors to tour the studios of local artists to view art along with the art making process; to discuss artwork with the artists who make it.
- Improve the income of area artists & contribute culturally and financially to the local community; increased tourism.

Annual Promotion:

- **Brochure** - 25,000 printed and distributed regionally
- **ArtTrail.com**
- **Additional:** social media, radio ads, print and on-line ads, mass e-mails, calendar listings, Cinemapolis screen, Cayuga Wine Trail, brochure distribution, and more.

ARTIST MEMBERSHIP

Eligibility and Details

- The Art Trail is **juried**. New applicants will be notified by March 15th as to acceptance or non-acceptance. If not accepted, the fee will be returned immediately.
- The Art Trail is for **fine and functional artists residing in or very near Tompkins County**.
- Artists that are accepted must show work that is considered art of high caliber. Art must be of original design and reflect the artist's unique vision. It must be well-conceived and of professional quality. Applications will be juried in accordance with the standards established by an art trail committee.
- Ideally, artists are **open on Open Studio weekends** and have an accessible studio **where work is created** to share with the general public. While this is preferred, we do offer other membership options - see below.
- Participation in the annual October **Group Exhibit** is optional, although we hope that every artist can have one piece in the exhibit. The exhibit will cost artists an additional \$15, collected in September.
- The **\$299** fee applies to one artist. If (for example) two artists share a space but do separate work, each artist must join separately in order to be listed as part of the Trail. (See MaryAnn & Stan Bowman in current brochure/web.) However if two artists collaborate and work on the same pieces and share a studio, they can join with one fee. (See Raven Barn Studio & Elizabeth Wolff/James Nagel.)
- If an applicant artist shares a studio space with other artists who are not on the Trail, that's okay. However, Art Trail artists agree not to bring new artists who are not on the trail into their studio just for the Open Studio Weekends.
- Artists receive up to three **road signs** to use when open: Open Studio or First Saturday events. (1 large, up to 2 small.)

Three Membership Options

A. Artist is on the Trail and is open on both Open Studio Weekends. (preferred)

B. Artist is on the Trail but chooses not to be not open on either Open Studio Weekends.

This option works for artists who wish to be part of the promotion, brochure, website, First Saturday events, and the Group Exhibit but cannot be open on the two Open Studio Weekends.

Please note: It is not an option to be open one weekend and not the other.

C. Artist is on the Trail, but doesn't have a studio and would like to share with another artist, or set up in a B&B for Open Studio Weekends.

This option is for new artists who do not have a viable location, but would love to set up in an existing art trail artist's studio or a B&B for Open Studio weekends. (CAP asks existing trail artists if they would like to host a new artist for the two weekends. It will be suggested to them that new artists have at least 10' x 8' of space. CAP can then provide new artists with this info and artists can make their own specific arrangements together. If no existing artists are interested in sharing, another idea is for CAP to hook up artists with a B&B. (Let us know if you already know who you would like to share with, or have a B&B in mind.)

CAP'S EXPECTATIONS FOR THE ARTISTS

- If artists commit to being in their studio on Open Studio Weekends, artist **MUST be in their studio** during Open Studio weekends. If an emergency arises, artists must find someone to open their studios and represent them during these times (i.e. family members, another artist). It is vitally important that visitors not travel to closed studios, as their experience of an unexpected closing affects the integrity of the entire

trail event. The application certification confirms this agreement between the artist and the Community Arts Partnership. Having said that, if it is a truly dire emergency, (i.e. death, fire, severe illness, sudden move out of state), artists must inform CAP so that they can make arrangements such as closed signage on your property, notification to all other art trail artists, website updated, etc. It is crucial that artists understand their commitment. It is not flexible.

- Artists agree to put up enough **signage** for Open Studio Weekends or First Saturdays so that visitors can easily find your studio. This may include signs at busy intersections or signs on your property leading people to a correct entrance.
- Artists are expected to present a **safe and tidy environment**. While a messy studio can be interesting, please clean and tidy to the point where visitors can easily walk and have a safe visit. If other areas of your home are visible from your studio (i.e. kitchen, entryway, porch), it is expected that that portion of your house also be clean and tidy. Your bathroom should be very clean and ready for visitors; you may want to put out salt on snowy sidewalks, etc.
- It is nice if artists can put out **snacks** for visitors, but these snacks must comply with health department regulations. Anything that needs to be continually heated or cooled cannot be served. You cannot serve alcohol. Most artists put out cookies, fruit, or cheese/crackers and something to drink. This is optional but nice and visitors usually stay longer when you feed them.
- Artists should familiarize themselves with the entire trail, specifically artists that are nearby so that all artists can talk about the trail and make recommendations to visitors.
- It is expected that artists check their e-mail at least 3 times a week from July through October. If artists do not check e-mail regularly, CAP must be provided with an e-mail for someone to pass messages on to you.
- Artists must agree to follow CAP's instructions for the Art Trail events. For example, artist must put out provided mailing lists for open studio weekends for visitors to sign, and return them to CAP by October 29th. Artists must also answer a survey sent by CAP after the weekends. The survey asks how many visitors that artists had (total for each weekend) and how much money was earned through sales and probable commissions. As you will see from the "2018 Art Trail Statistics," that information is presented as totals and percentages. No one at CAP besides Program Director Robin Schwartz will see specific earnings. This information is needed for our County funders.

What to Submit by March 1

(Checklist is for your use only)

1. Send Fee: \$299

Artists can pay in two installments, i.e. \$151 and then \$148.

Mail, or **Pay Online**: check to “Community Arts Partnership”, or www.artspartner.org/give

2. Send Application/Contract

Find Application/Contract form on ArtsPartner.org under “programs” (Art Trail page)

Mail, or **Send as Attachment**

3. Send one e-mail with text, location info, and your image list

See page 4 for instructions for this e-mail, and see page 5 for a sample

Mail, or **Send in the Body of an E-mail** (Not as an attachment)

4. Send Images

Please take the time to prepare high quality images for the Greater Ithaca Art Trail brochure and website.

Poor quality images (too dark or too light, out of focus, uncropped, have distracting reflections, etc.) **will not be accepted**. All images must be a minimum of 600 pixels tall. Can be .jpg or .tif. To be considered for use on the cover of the brochure (or in any of our major marketing efforts) images must be a minimum of 2400 pixels tall.

Send as Attachments, through Dropbox, etc.

YOUR ART WORK Submit 8 images. 4 will be selected for the website. 1 will be selected for the brochure.

Label As Follows: SmithFlowers.tif (last name, word from title)

HEAD SHOT. for ArtTrail.com. A close up is best. **→ Label: SmithHeadShot.jpg**

STUDIO SHOT. An image of your studio is required. An inside shot is best. You don't have to be in the photo since we already have your portrait, but people in photos is nice. If you think an exterior shot is best, that's okay! **→ Label: SmithStudio.jpg**

IMAGES WE CAN USE FOR PUBLICITY

We always need great images for publicity - both print and on-line. Here are some from past years. Send anything you think we might be able to use! **→ Label: SmithPublicity.jpg**



Instructions for #3

**One e-mail with text, location info, and your image list:
Send as body of an e-m, not as an attachment. See next page for a Sample**

Brochure Statement Guidelines

- **30 word max, write in first person.**
- I like statements that tell folks where they are going and what they'll see when they get there. Here's a nice example that describes the artist's work & studio and gives folks a taste of what their visit will be like - all in 29 words! (Download the current brochure for more samples.) *My studio and home are in a beautifully renovated 19th century barn. Come tour the barn, watch demonstrations and see woodcarvings and masks representing mysteries beyond the visible world.*

Website Biographical Paragraph Guidelines

- **Write in first person, no more than 250 words.**
- We are not looking for a traditional academic artist statement, or a resume style narrative. We believe that visitors connect with you as a person. Write about how you became or evolved as an artist. Here's a nice example at 137 words: *I am a former teacher and never intended to become a potter. But about 30 years ago, I broke my shoulder and as a way of encouraging me to use rotary motion, a physician suggested that I wash dishes as a form of physical therapy. At the time, my husband and I were raising three small children in NY City, and, frankly, I felt like all I did was wash dishes. So I registered in a ceramic class instead. I took to the process almost immediately. At first, I just played at making objects, but eventually, I developed my own designs. Today, nearly 25 years later, and at age 71, I work five days a week in my studio to produce my tableware.*

Website Studio Location Details Guidelines

- This is language from how to get to your studio from the nearest main road. You don't have to write anything if your location and studio is obvious from the road. Here are examples:
 - *My house is in a development that is hard to see on the map. Once you enter via Cayuga Lake Drive off Route 34B, my street (Lake View Drive), is the third left turn.*
 - *I'm the third house on the right - gray with white shutters. My studio is in the back of the house. Go around back.*

List of Images: Guidelines

- Provide a list of your images that corresponds with the images you have provided (noting the label instructions on page 4.)
- If an item is not for sale, you can indicate that as "nfs"
- Please use this format EXACTLY and provide "Title," medium, size, date. No bold, no italics. Notice where the commas are in relation to the quote marks.

BealeHighway.tif

"Highway 50," oil on canvas, 11" x 13," 2008



Sample e-mail for submitting #3

Brochure Statement

My studio is in our blue barn in the village of Trumansburg. Come see my paintings of ordinary things that I find extraordinary to paint.

Bio for Website

My studio is in the top of our blue barn in the village of Trumansburg. I'm drawn to things that may seem ordinary, but because of lighting or color or shape I find them exciting to paint. I believe that any subject matter can make an interesting painting.

After spending most of my adult life in Madison, Wisconsin, I have recently moved back to New York State to be near family. I am seeing the Finger Lakes area with fresh eyes and I'm anxious to paint from the many sources of inspiration here.

My art is representational and I paint primarily in watercolor and acrylic. I love the contrast of working with each medium—the smooth flow of the watercolor brush on paper—the impulsive dabs of solid color of acrylic on canvas. I have been creating art all my life but didn't work in watercolor until my children were young. I fell in love with the medium and painted almost exclusively in it until forced to use acrylic for a specific project. Then I discovered the upside to that medium as well—I can paint larger and make more changes than watercolor. Bringing a painting to life from a stark white sheet of paper or canvas is a source of real joy for me.

Location Details

(none needed)

List of Images

ArmstrongCherries.tif

“Cherries,” watercolor, 22” x 22,” 2013

ArmstrongSun.tif

“Sun Through The Trees,” watercolor, 22” x 22,” 2013

(and 6 more.)

Additional:

ArmstrongPortrait.jpg

ArmstrongStudio.jpg

ArmstrongPublicity.jpg

ArmstrongPublicity.jpg