



2017/2018 Application for New Members

Community Arts Partnership,
Center Ithaca PMB 107, 171 E. State St., Ithaca, NY 14850
Robin Schwartz, Program Director
programs@artspartner.org / 273-5072, ext. 20

Season: June 2017 through May 2018

Open Studio Weekends: October 7-8 & 14-15, 2017
11am to 5pm each day
*(artist can be on the trail without
Being open on these weekends.)*

Application Due date: **Monday, April 3, 2017**

CONTENTS

Art Trail Description and Benefits.....	2-3
2016 Statistics.....	3
Art Trail Artist Eligibility and Details.....	4-5
Part A: Application Instructions.....	6
Part A: Application.....	7-8
Part B: E-mail Submission Instructions.....	9-10
Part B: E-mail Sample.....	11

SUBMISSION SUMMARY

PART A: Application: Items to Mail or Deliver

1. Completed and Signed Application
2. Fee of \$450 (check or online)
3. Map
4. Images (can be on CD, or sent to CAP e-mail)

PART B: Items to send in the body of one e-mail

1. Brochure Statement
2. Website Statement
3. Directions
4. Resume or Bio
5. Image List

Art Trail Description and Benefits

The Art Trail is designed to

- Create a stronger community of fine artists and craftspeople in the Ithaca area 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 and to contribute financially to the local community through increased tourism.

Mainstays of the Art Trail

- The Art Trail annual **BROCHURE** is a full color directory of participating artists with contact information, a brief blurb, one image, and map showing studio locations.
- There is an active **WEBSITE**, www.ArtTrail.com with a page highlighting each artist. The entire brochure can be downloaded from the website.

Art Trail Programs

- **FIRST SATURDAYS:** Art Trail artists can choose to be open on any monthly First Saturday.
- **OPEN STUDIO WEEKENDS:** Art Trail studios are open simultaneously. October 7, 8, 14, 15, 2017.
- **BY APPOINTMENT:** All artists are open throughout the year by appointment
- **ANNUAL GROUP EXHIBIT:** Art Trail Artists can be in group show in July at the CAP ArtSpace.

Benefit to the Artists

The trail is more than the Open Studio Weekends. Being on the Trail brings artists an enormous amount of exposure, locally and nationally. CAP values the amount of publicity that each artist receives at \$38,000 a year. The annual fee of \$450 for this amount of exposure is remarkable. (For example, one ad for one day in the Journal, 2" x 4", can run \$570. Artists make sales, connections, commissions, receive offers for shows, and other opportunities. The longer that artists are on the trail, the more people hear about them, the more benefit. There is a great deal of word of mouth that happens for artists who are on the trail year after year.

Art Trail Artists get a discount on CAP Workshops.

Promotion:

- **Brochure - 35,000 printed and distributed**
 - The brochure is an integral part of the trail and reflects the professionalism of the event.
 - 6,000 are distributed year round through "Grapevine Distribution" which own 62 racks in Chemung, Corning, Ithaca, Keuka-Seneca, Pennsylvania.
 - 12,000 go to "Brochures Unlimited" to be distributed in July through October in Binghamton/Finger lakes East, Erie, PA and Rochester.
 - 10,000 are distributed to wineries around Cayuga and Seneca Lakes, all regional B&B's, all local art teachers including universities, all college art students, all over Ithaca, galleries, and to trail artists. Targeted shipping to other places like regional galleries, museums, etc.
 - 5,000 to Convention and Visitors Bureau to mail & distribute.
- **ArtTrail.com has:** a page for each artist, the downloadable brochure and map, a three minute film on the home page greatly enhances the event, and more.
- **Additional Promotion**
 - E-Blasts – Four Constant Contact to over 15,000 updated e-mail addresses. Since most of these e-mails were gathered at Community Arts Partnership events, the people receiving these e-mails a targeted audience. CAP also sends to other regional arts councils (for their social media or listserves), five local listserves, college students and faculty (regional), local art teachers, local tourism locations, and more.

- Ads - CAP has placed \$10,000 worth of ads in local and regional print, web, and radio before the Art Trail Open Studio weekends to include What's Hot, Ithaca Times, Gannett in Ithaca and Elmira/Southern PA, Ithaca Voice, WVBR, WICB, WSKG, WXXI, WITH, WEOS. We also have ad trades with local arts organizations, downtown Ithaca and the Cinemapolis screen.
- Art Trail listing in the **Cayuga Wine Trail** brochure and website
- Artists are encouraged to promote the trail year round on their own. If one artist promotes to their own list, they are promoting for all.
- Social Media: Facebook events, boosts...
- Road Signage: Each artist has road signage for the Open Studio Weekend and First Saturdays.

2016 Statistics

Number of studio visits

- **2016: 3,420 visits 33 studios Average of 104 visitors per studio**
- 2015: 3,670 visits, 35 studios Average of 105 visitors per studio
- 2014: 4,200 visits, 41 studios Average 103 visitors per studio
- 2013: 4,864 visits, 47 studios Average 103 visitors per studio
- 2012: 4,900 visits 46 studios Average 106 visitors per studio

2015 visitors to each artist

- Over 200 visitors 3
- 150 to 199 visitors 5
- 100 to 149 visitors 14
- 75 to 99 visitors 6
- 50 to 74 visitors 5
- 25 to 49 visitors 2
- 1 to 24 visitors 0

2016 visitors to each artist ***

- over 200 visitors 4
- 150 to 199 visitors 2
- 100 to 149 visitors 8
- 75 to 99 visitors 5
- 50 to 74 visitors 12
- 25 to 49 visitors 3
- 1 to 24 visitors 1

Artist Sales from Open Studio Weekends

- **2016: 35 artists \$32,083 \$916 average**
- 2015: 37 artists \$38,854 \$1,050 average
- 2014: 42 artists \$34,606 \$824 average
- 2013: 48 artists \$34,361 \$716 average
- 2012: 47 artists \$44,180 \$940 average

2015 Artist Sales

- over \$5,000 1 artist
- \$3,000 to \$5,000 1 artist
- \$2,000 to \$2,999 4 artists
- \$1,500 to \$1,999 4 artists
- \$1,000 to \$1,499 10 artists
- \$500 to \$999 9 artists
- \$200 to \$499 5 artists
- under \$200 1 artist
- \$0 0 artists

2016 Artist Sales

- over \$5,000 0 artist
- \$3,000 to \$5,000 0 artist
- \$2,000 to \$2,000 2 artists
- \$1,500 to \$1,999 4 artists
- \$1,000 to \$1,499 9 artists
- \$500 to \$999 6 artists
- \$200 to \$499 9 artists
- under \$200 4 artists
- \$0 1 artist

*** The number of studio visits (3,520) is the total of all visitors to all studios. Since people go to more than one studio, this number does not represent actual individuals. For example, if people visit an average of 3 studios, then 3,520 visits may represent 1,173 individuals.

Art Trail Artist Eligibility and Details

Eligibility

- The Art Trail is for fine artists residing in or very near Tompkins County.
- The Art Trail is juried. Artists that are accepted must show work that is considered fine art of high caliber. It must be of original design, well conceived and of professional quality. Applications will be juried in accordance with the standards established by an art trail committee. If not accepted, the full fee will be returned immediately.
- Artist must have an accessible working studio for visitors. The Art Trail is a tour of where the artists make their work. A store location or other location where your work is shown which does not also have your working studio in it cannot be a part of the Art Trail (but can be an advertiser!). Many artists set up work in main areas of their homes during Open Studio weekends if their studio is a bedroom (for example). Since the trail is educational for the visitor, artists must display work in progress or the tools of their trade if their studio is in an inaccessible part of their house.
- Artists must agree to the possibility of a scheduled studio visit by an art trail representative as part of the jury process.
- The annual fee applies to each individual artist, i.e. one artist, one fee. If two artists share a space but do different work, each artist must join separately in order for each to be listed on the brochure and website. (See Mary Ann and Stan Bowman in current brochure/web.) If two artists collaborate and work on the same pieces and share a studio, they can join with one fee and will be listed with one listing and one image in the brochure and one page on the website. (Corbit, Blauvelt).
- Artists receive one free road sign. All other signs are either \$5 each (for large ones) or \$3 each for smaller directional signs.
- If Artists commits to being in their studio on Open Studio Weekends, artist MUST be in their studios when the dates arrive. If an emergency arises, artists must find someone to open their studios during these times. A closed studio affects the integrity of the entire trail event. It is vitally important that visitors not travel to closed studios. If it is determined that an artist isn't open during the Open Studio weekends, the artist will be charged a \$75 fee and removed from the Art Trail. 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, you must inform CAP so that they can make arrangements so that the general public still believes in the trail's integrity.

CAP's Expectations for the Artists

- Being in your studio for all hours and dates of the Open Studio weekends (unless opted out).
- For Open Studio weekends or First Saturdays, putting up enough signage so that visitors can easily find your studios.
- Familiarizing yourself with the entire trail, specifically artists that are near you so that you can talk about the trail and make recommendations to your visitors.
- Checking e-mail at least 3 times a week from July through October.
- Returning paperwork and e-mails in a timely manner.
- Having a year-round professional outgoing phone message for the number you submit for the Art Trail brochure and website, i.e. "You have reached the home and studio of Jane Smith." (It doesn't matter if family members are mentioned. We just want your name on the outgoing message so visitors know they have reached the artist they are looking for.)

If you aren't around for the Open Studio Weekends:

- **Artists can choose to be in their studios during Open Studio weekends, or not.** The choice is either both weekends, or no weekends. (There is no option for being open just one of the weekends.) The decision must be made by the deadline of April 3.
- The same fee applies to each option.
- Artists that are open on Open Studio weekends will be indicated by a different color dot on the brochure map.
- The artists who are not in their studios on Open Studio weekends will still be able to take advantage of the Annual Group Show in the CAP ArtSpace in July, the option of the First Saturday events, and all promotion and publicity (listing in brochure and a page on the website).

Image Quality

- See explanation of required images on the next page. Images of your art work must be of the highest quality and clarity. If you have not had professional images taken of your work, it may be necessary.
- Save images of **your art work** as highest quality ***TIF***
- Images will appear as at least 6" high when enlarged on the website, so images should be at least 1,800 pixels on the longest side.

Part A: Application Instructions (to Mail or Deliver)

Mail: Community Arts Partnership, Center Ithaca PMB 107,
171 E. State St, Ithaca, NY 14850 Deliver: CAP Office (food level - Center Ithaca near pizza!)
If the office is closed, leave at Visitor Center desk for Robin.

1. Completed and Signed Application

2. Fee - \$450

- **By Check** - made out to “Community Arts Partnership.”
- **Via Credit Card** - Go to www.artspartner.org/give (we’ll know it’s an art trail payment.)
- You can pay in installments, although we request that you pay in full if you are able. \$200 is a minimal payment. We’ll set up an installment plan based on your needs. The full amount must be paid by October 1, 2017.

3. Map.

If you can mark your location with an arrow on a current Art Trail map, that would be great. If you don’t have one, you can print it out at www.ArtTrail.com. Or you can print a page from google indicating exactly where your studio is. Make sure I know what side of the road you are on.

4. Images on CD or you can send via e-mail)

Your Art Work - submit at least eight images - should be .tif

4 will be chosen for the website and 1 will be chosen for the brochure.

➔ **Label: SmithFlowers.tif (your last name and one word from title)**

Portrait - Required. Can be .jpg

This is the head shot at the top of each artist page at ArtTrail.com. Because it is fairly small on the screen, a close up is best. Check out the current ones. Look happy and friendly. ☺ ➔ **Label: SmithPortrait.jpg**

Your Studio - Optional but highly desired. Can be .jpg

Submit a picture of the inside of your studio. Visitors like to know where they are going. My favorites are Stan Bowman, Linna Dolph and Dede Hatch (interior shots). You do not have to be in this photo since we already have a portrait. ➔ **Label: SmithStudio.jpg**

Visitors to your studio - Optional. ➔ Label: SmithVisitors.jpg



← We love this type of picture for publicity such as newspapers, our postcards and posters. It shows the artist (on the right), visitors and a good shot of the studio. If you would like to pose something like this with friends or neighbors, we would love it!!!! (I personally like pics that don’t look staged. Make sure they are bright, large sized.

Part A: Application - 1 of 2 pages

Brochure and Website Information

Please provide the information that will appear in the brochure and on the website.

If you do not check your e-mail frequently, you might consider not putting it in the brochure or website. That way, people will call you if they want to make an appointment to visit.

PRINT VERY CLEARLY

Name: _____

Business Name, if any: _____

Studio Address: _____

City: _____ Zip: _____

Telephone (for visitors to make appointments) _____

E-mail: _____ Website: _____

Is Your Home Address different from your Studio Address? ___yes ___no

If yes, what is your home address? (for CAP records only)

Studio Hours

Do you have regular studio hours where you are guaranteed open? YES NO

Days and hours: _____ (Note: Most artists don't have studio hours.)

Are you open on Open Studio Weekends?

_____ Yes, I will be in my studio during the two Open Studio weekends

_____ I'd like to be in the Art Trail, but cannot be in my studio during Open Studio weekends.

Briefly describe your studio and how visitors access it during Open Studios

(use separate piece of paper or back of application). Sample: "My pottery studio is a separate room in my house on the main floor." Let us know how many stairs lead to your studio. Or if the studio is far from where a car would be parked. This information is for internal use only - it won't be printed anywhere.

If you have an affiliation with Cornell, IC, regional universities, other professional local or regional organizations, please describe: (i.e alumnus, staff, professor, emeritus, etc.) This is for press releases to these organizations for newsletters, such as the Cornell staff newspaper.

Circle your medium.

These are the 7 categories on the artist portfolio page on the website. Circle the ones that most closely corresponds with the work you currently have to show in your studio.

**Printmaking in this category does not refer to giclees & other reproductions of original work but to etchings, monoprints, relief prints and the like.)

Painting **Photography, Digital** **Drawing/Printmaking,**
Collage **Sculpture/Mixed Media/Fiber** **Ceramics** **Functional Art**

Part A: Application - 2 of 2 pages

Certification and Agreement – initial each section, sign and date at bottom.

I certify that I have read this document carefully and that I understand and agree to all conditions.

I agree to the conditions of the paragraph “CAP’s Expectations for the Artists.”

_____ (Initial)

I state that the information I have submitted on my application is true and correct, and agree to allow a GIAT representative to visit my studio to determine viability. I understand that falsification of my application may result in disqualification from membership in GIAT and the forfeiture of any/all of the materials and fees pertaining to said program.

_____ (Initial)

I understand that GIAT is a juried program and that I may not be accepted. If this is the case, my fee will be returned.

_____ (Initial)

Unless I opted out of the weekends, I agree (if accepted) to be in my studio for all dates and times of the October Open Studio weekends 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, or the like, I will make sure that my studio is staffed in my absence.

If I cannot comply with this point, I understand that I should not be in GIAT. _____ (Initial)

If accepted, I understand that my participation in GIAT may be terminated at any time at the discretion of the Community Arts Partnership. Reasons for termination may include but are not limited to, not being in your studio on Open Studio weekends, not returning phone calls or e-mails from the Community Arts Partnership, or in general, not cooperating with the rules of the program. Should my participation be terminated at the option of CAP or at the option of myself, I shall have no other recourse in equity or at law. I understand that in consideration of printing, advertising, and other materials requiring correction once my membership ends, CAP will retain my full fees as liquidated damages.

_____ (Initial)

All accepted images will be held as part of the GIAT database. All images must be released for reproduction in all media for GIAT (check with your photographer). 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, my submitted images may not be used.

_____ (Initial)

I understand the difficulty of administering a program with 50 artists. I promise to respond to administration e-mails and requests for return of materials in a timely manner.

_____ (Initial)

I understand that CAP is not carrying insurance to cover events that happen at my GIAT location to include injury, damage, or any other type of calamity. I agree to hold harmless CAP, 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 any reason whatsoever and/or arising out of any act or omission of myself, and my premises.

_____ (Initial)

Signature of participating artist: _____ Date: _____

(If artists are applying as a team, both must sign)

Part B: Instructions

(For Items to E-mail)

(See Sample on next page)

E-MAIL to programs@artspartner.org

Please send everything in the body of one e-mail (not as attachment)

1. Brochure Statement

- 30 word max. See current brochure for samples.
- Write in first person.
- If statements exceed limit, staff reserves the right to edit.

Advice: Most artist statements are written with other artists in mind or are for grant applications, competitions or art critics. If those statements are abstract, they are not right for the Art Trail brochure and website. I recommend statements that entice the average person to want to come and see what you do! I like statements that tell you where you are going and what you will see when you get there.

Here is a nice example:

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.

Not all of you have special studios, but you get the idea. This artist describes her work and her studio and gives the visitor a taste of their visit – all in less than 29 words.!

Here is the sort of abstract statement that is not right for the Art Trail brochure: *My work is representative of ideas that are imperative for our time. More than the substance which makes up the canvas surface, my art is about using symbols represented in their barest form.* This statement really doesn't inform a potential visitor.

2. Website Statement

60 word max. This is the statement at the top of your web page on ArtTrail.com. This statement can be the same as your brochure statement. There is a 60 word max so you can make it longer if you wish.

3. Written Directions to your Studio

Look at www.ArtTrail.com and you will see studio directions on each artist's page. If needed, please write something to compliment the arrow pointing to your studio on the map. We will assume that visitors will find major roads; they will have an art trail map and they may have GPS. So your paragraph will give details FROM MAJOR ROADS and anything quirky about your house or street they might need to know.

Examples: "Once you pass the cross section of Route 238 and 227 on the map, we are an additional 5.2 miles down Route 227. Our studio is in our house - green with white trim. The house number is over the front porch." OR "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. Then I am the third house on the right - gray with white shutters."

4. Biographical Paragraph

- Write in first person, about 250 words

I copied this from a magazine. This is the kind of personal narrative that makes me want to visit this artist and it would be great for CAP to use for Trail publicity.

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.

Below is the last sentence of her narrative. This part would be good for an Art Trail web or brochure statement along with something about her studio location.

My ceramic tableware is distinguished by a reverence for simple forms and glazed in hues that enhance, rather than compete with food.

5. Image List

- Your image list must correspond with the images you have provided.
- Please use the format below EXACTLY (quotes, commas in right places, etc.) No bold, no italics.
- Notice where the commas are in relation to the quote marks.
- The image list must be an actual list in the e-mail, not attached to your photos.

BealeHighway.tiff

“Highway 50,” oil on canvas, 11” x 13,” 2008

Part B : Submission Sample

(thank you to Kathy Armstrong)

(Images can be attached)

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.

Website Statement

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.

Studio Directions

Once in Trumansburg, Washington Street is on the corner of Main Street - just past the bank. Go up the hill two blocks and it's the 2nd property on the left once you cross Seneca St. My studio is above the garage in the blue barn. Feel free to park near the barn.

Bio

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.

Image List

ArmstrongCherries.tiff

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

(etc.....for the rest of your images)

ArmstrongPortrait.jpg

ArmstrongStudio.jpg

ArmstrongVisitor1.jpg

ArmstrongVisitor2.jpg