

# COMMUNITY ARTS PARTNERSHIP

Community Arts Partnership, Center Ithaca PMB 107, 171 E. State St., Ithaca, NY 14850  
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## INSTRUCTIONS & GUIDELINES for Potential NEW Art Trail Members

Season: June 2018 through May 2019  
Open Studio Weekends: October 6-7 & 13-14, 2018 / 11 to 5 each day  
**Application Due: March 9, 2018**  
**Annual Fee: \$299**

The Greater Ithaca Art Trail is a juried collection of over 30 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 6,7 & 13,14. (See “Membership Options”) A **Group Exhibit at the CAP ArtSpace** in October, with an October 5<sup>th</sup> First Friday Gallery Night reception, will feature a piece by each artist. 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. Artists have the opportunity to make sales, connections, commissions, receive offers for shows, and teaching opportunities.

### **NEW: Membership Options - all options have the same annual fee of \$299**

**A. Artist is on the Trail and is open on both Open Studio Weekends.**

**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, open by appointment, 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 on Open Studio weekends.** This option is for new artists who do not have a location, but would love to set up in an existing studio for Open Studio weekends. The benefit to existing artists is that you'll both probably get more visitors! Plus it would be fun. Existing artists will be asked if they would like to host a new artist for the two weekends. CAP would suggest possible matches and the two artists would work out the details. If no existing artists are interested, another idea is to hook up artists with a B&B. If you are an artist without a location and would like to suggest a host for you, let us know!

### **The Art Trail, now in its 19<sup>th</sup> 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.

## **Promotion:**

- **Brochure** - 25,000 printed and distributed regionally
- **ArtTrail.com** is going to be updated to mobile/device friendly. It will look much the same, however!
- **Additional Promotion** include social media features and events, on-line ads, radio, calendar listings, Cinemapolis screen, Cayuga Wine Trail, brochure distribution, and so much more.

## **Eligibility and Details**

- The Art Trail is for fine/craft artists residing in or very near Tompkins County.
- The Art Trail is juried. New artist applicants will be notified by March 15<sup>th</sup> as to acceptance or non-acceptance. If not accepted, the fee will be returned immediately. Artists that are accepted must show work that is considered art of high caliber. It must be of original designs, well-conceived and of professional quality. Applications will be juried in accordance with the standards established by an art trail committee.
- Applicant artists must agree to the possibility of a studio visit by CAP staff.
- Ideally, artists are open on Open Studio weekends and have an accessible studio where work is created to share with the general public. However, we have new membership options - see page 1.
- Participation in the annual Group Exhibit is optional, although we hope that every artist can have 1 piece in the exhibit. The exhibit will cost artists an additional \$15, collected in September.
- The \$299 fee applies to each individual, i.e. one artist, one fee. If two artists share a space but do separate work, each artist must join separately in order to be listed on the brochure and website. (See MaryAnn & 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. (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 into their studio just for the Open Studio Weekends who are not on the trail.
- Artists receive up to three free road signs: 1 large, up to 2 small.

## **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 during these times. 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, you must inform CAP so that they can make arrangements such as signage on your property, all artists notified, website updated...
- Putting up enough signage so that visitors can easily find your studio and the correct entrance.
- Presenting a safe environment. Studios can be messy places, and we want visitors to see a studio in progress, but please clean to the point where visitors can easily walk and have a safe visit. Your bathroom should be 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 baked goods, fruit, or cheese/crackers. This is optional but nice.
- 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.
- Following CAP's instructions for the Open Studio weekends and First Saturdays which include putting out mailing lists for visitors to sign, and returning them to CAP by October 29th. Artists must answer a survey sent by CAP sent to artists after the weekends. The survey asks how many visitors artists had (total for each weekend) and how much money was earned through sales, and probable commissions. As you will see from the "2017 Art Trail Statistics," that information is presented as totals and percentages. No one at CAP besides Robin Schwartz will see specific earnings.

# WHAT TO SUBMIT by March 9

**Annual Fee:** \$299 - *Mail check, or pay online.*

Check (to “Community Arts Partnership.”) or Online: [www.artspartner.org/give](http://www.artspartner.org/give)  
Artists can pay in installments, although we prefer full payment. \$100 minimum.

**Application/Contract:** *Mail, or send as e-mailed Attachment*

Find Application form on the Art Trail page at [www.artspartner.org](http://www.artspartner.org). (Note: not on ArtTrail.com)

**E-mail with text, location info, image list:** *Body of e-m, not Attachment*

See page 4 for instructions, and see page 5 for a Sample

**Images:** *e-mailed Attachment or Download*

Images of your art work must be of the highest quality and clarity. If you haven’t had professional quality images of your work, it may be necessary. Save as highest quality TIF Images appear 6” h on the website, so at least 1,800 pixels on the longest side is great.

## ART WORK

Submit 8 images! Save as highest quality large image, .tif if you can  
**Label As Follows: SmithFlowers.tif** (last name, word from title)

**PORTRAIT.** Can be .jpg. Portrait is at the top of your web page. A close up is best.  
➔ **Label: SmithPortrait.jpg**

**STUDIO SHOT.** Can be .jpg. An image of your studio is required. It appears on your ArtTrail.com page. 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 I used this past year. Send anything you think we might be able to use! ➔ **Label: SmithPublicity.jpg**



# GUIDE FOR SUBMITTING: your E-mail with new text, location info, image list

## 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! *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 Statement Guidelines

- 60 word max. This is the statement at the top of your web page on ArtTrail.com. This can be the same as your brochure statement. Or longer!

## Website Biographical Paragraph Guidelines

- **Write in first person, no more than 200 words.**
- See sample on page 5 for the type of personal narrative that will entice visitors to your studio. 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 another 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

- **On the current website you'll see "Studio Directions." We're removing that paragraph.**
- What *might* (or might not be) be necessary is location details. You don't have to add this if your location and studio are obvious from the road. This will appear next to your street address. 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.*

## Image List Guidelines

- Your image list must correspond with the images you have provided, as shown below.
- Please use this format EXACTLY (quotes, commas) No bold, no italics. Notice where the commas are in relation to the quote marks.

**BealeHighway.tiff**

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

# **SAMPLE E-MAIL:**

## **with new text, location info, image list**

### **New 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.

### **New 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.

### **New Location Details**

(none needed)

### **New 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.

### **Images**

ArmstrongCherries.tiff

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

ArmstrongSun.tiff

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

*(and 6 more.)*

### **Additional:**

ArmstrongPortrait.jpg

ArmstrongStudio.jpg

ArmstrongPublicity.jpg

ArmstrongPublicity.jpg