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Center Ithaca PMB 107
Ithaca, NY 14850
273-5072, ext. 20
programs@artspartner.org

Renewal Instructions
*for existing Greater Ithaca Art Trail
Members*

All Materials Due:
Thursday, March 1, 2012

2012 Open Studio Weekends:
Oct. 6-7 & 13-14

You Will be Sending Renewal Materials Via:

1. Hard Copy

- **Renewal Form**
- **Fee of \$425**
- **Images on CD**
- **Map (if your location has changed)**

2. E-mail

- **Send changes and e-mail list in the body of one e-mail (no attachments)**

Instructions for Hard Copy Materials

1. Renewal Form - The form is within this document.

2. Fee: \$425

You can pay by check made out to “CAP.

Or you can pay via paypal at www.artspartner.org on the Art Trail page.

If you would like to pay in installments, submit check for \$200 with the application plus a note about a plan for the remainder. You must pay in full by October 2012.

3. Map - If location has changed or needs correcting, indicate on current map.

4. All Images on one CD:

NEW ART WORK

Number of Images: Submit up to 4 new images for ArtTrail.com. One will be chosen for brochure.

Combination of New and Existing: You may submit less than four new images and indicate in your e-mail (see page 6) the images you wish to keep and the ones you wish to replace.

Size: Images must be of the highest quality and clarity. Images should be 300 dpi or better. Save image as highest quality *tif*. Images will appear at least 6” h when on the website, so at least 1,800 pixels on the longest side. Do not send images of more than 2,500 pixels on the longest side.

Naming Images: Name each image with your last name and a word from title.

Example: VranaMemory.tif or BlodgettMum.tif

NEW PORTRAIT

This is your head shot at the top of your artist page at ArtTrail.com. If you would like to change your portrait, a close up is best as it appears very small on your page. My favorites are Mary Ann Bowman and Julia Dean. Posing with your materials like Matt Cooper and Sally Dutko is great but not necessary. **Example Name: SmithPortrait.jpg**

NEW STUDIO SHOT(S)

This is optional, but if you haven’t already submitted a studio shot, please do so. It appears below your art work. I believe having a studio shot will increase visitors to your studio. People like to get a sense of where they are headed. Since we already have a portrait of you as the top of your webpage, the studio shot does not have to have you in it. I like Cary Joseph’s because you can see his work, Elisabeth Gross Marks, because you can see so much work, Matt Coopers because you can see how vast his space. **Example Name: SmithStudio.jpg**

VISITORS TO YOUR STUDIO

We love this type of picture for publicity purposes. This one of Elisabeth Gross Mark’s studio is great. 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! (Try not to have pics look staged.)

Example Name: SmithVisitors.jpg



Renewal Application 2012/2013

for existing Greater Ithaca Art Trail Members

Please read "Renewal Instructions" before filing out this form.

NAME: _____

STUDIO ADDRESS: _____

E-MAIL: _____ PHONE: _____

BROCHURE & WEBSITE CHANGES: Please take a careful look at your brochure & website listing. Check "No" or "Yes" for any changes you would like in the upcoming brochure and website. The actual changes will be indicated by you in your e-mail submission.

<u>BROCHURE</u>	<u>ANY CHANGES?</u>	
1. Your Name	<input type="checkbox"/> No	<input type="checkbox"/> Yes
2. Your Studio Street Address	<input type="checkbox"/> No	<input type="checkbox"/> Yes
3. Your phone number	<input type="checkbox"/> No	<input type="checkbox"/> Yes
4. E-mail (<i>if you don't check your e-mail daily, you may not want to put it in the brochure. This way, visitors will call</i>)	<input type="checkbox"/> No	<input type="checkbox"/> Yes
5. Your website address	<input type="checkbox"/> No	<input type="checkbox"/> Yes
6. Brochure statement - 30 words max	<input type="checkbox"/> No	<input type="checkbox"/> Yes
7. Brochure location on map	<input type="checkbox"/> No	<input type="checkbox"/> Yes
<u>WEBSITE</u>		
8. Your Name	<input type="checkbox"/> No	<input type="checkbox"/> Yes
9. Your Studio Street Address	<input type="checkbox"/> No	<input type="checkbox"/> Yes
10. Your phone number	<input type="checkbox"/> No	<input type="checkbox"/> Yes
11. Your e-mail	<input type="checkbox"/> No	<input type="checkbox"/> Yes
12. Your website address	<input type="checkbox"/> No	<input type="checkbox"/> Yes
13. Your hours	<input type="checkbox"/> No	<input type="checkbox"/> Yes
14. Your directions	<input type="checkbox"/> No	<input type="checkbox"/> Yes
15. Website statement - 60 words max	<input type="checkbox"/> No	<input type="checkbox"/> Yes
16. Website resume or bio	<input type="checkbox"/> No	<input type="checkbox"/> Yes
17. Your portrait	<input type="checkbox"/> No	<input type="checkbox"/> Yes
18. Your categories	<input type="checkbox"/> No	<input type="checkbox"/> Yes

IMAGES SUBMITTED ON YOUR CD: (put check mark on all appropriate lines)

____ **NEW IMAGES:** I'm submitting (indicate how many) __ new images

____ **NONE:** I am submitting no new images of my work.

____ **MIX:** Because I have submitted less than 4 images, I will indicate which current images I wish to keep (in my e-mail).

____ **NEW PORTRAIT:** I am submitting a new portrait.

____ **STUDIO:** I am submitting an image of my studio.

____ **VISITORS:** I am submitting shots of visitors for CAP to use in publicity.

Renewal Form – Page 2

Certification & Agreement

Initial Each Section



a. **I agree to be in my studio for all dates and times of the open studio weekends (October 6-7 and October 13-14, 11am to 5pm) 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 can not comply with this point, I understand that I should not be in the GIAT and that I may be removed from the program.

b. 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, within 3 business days.

c. I understand that I am required to ask visitors on Open Studio weekends to fill out a survey form. I promise to send those forms back to CAP immediately after the Open Studio weekends.

d. CDs will become the property of CAP and will not be returned. All images must be released for reproduction in all media for GIAT (check with your photographer). It is your responsibility to let us know if the photographer needs a photo credit. 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.

e. 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. The Community Arts Partnership asks that you inquire as to the best coverage for the Art Trail with your insurance agent carrying your homeowner's policy or renter's policy.

f. If accepted, I understand that my participation in GIAT may be terminated at any time at the discretion of the Community Arts Partnership ("CAP"), without cause, and in writing. 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 administrative time, printing, advertising, and other materials requiring correction once my membership ends, CAP will retain my full fees as liquidated damages.

g. 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 if they desire. 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.

h. I certify that I have read this document carefully – and this Certification & Agreement and the instructions and conditions herein. I certify that I understand and agree to all conditions, to include being in my studio on Open Studio weekends, checking e-mail, responding to e-mails and returning documents in a timely manner.

Signature of participating artist: _____

Date: _____

If artists are applying as a team, both must sign

Instructions about E-mail – no attachments please

See sample – next page

E-mail to Robin at Programs@artspartner.org by deadline.

Please send changes and image list in the body of ONE e-mail – no attachments.

1. Changes :

If you are sending new information (as indicated by your “yeses” on your Renewal Form), here are the requirements for each change.

- **Brochure Statement:** 30 words max, write in first person.
- **Website Statement:** 60 words max, write in first person.
- **Bio (instead of Resume):** 225 words max, write in first person
- **Website Resume:**
Submit resume in the following format. (and see “Sample E-Mail”). Please check your spelling. PLEASE go through and correct your commas, semicolons, spacing.

If you have one or two minor changes –write instructions, i.e. “please add new line to top of exhibition list...” or “change date of Upstairs Gallery Show...”

For more than two changes, please copy & paste your ENTIRE current resume from arttrail.com into your e-mail with changes made.

The required format is: (you don’t have to use all headings)

- Education - (about 4 lines)
- Professional Experience - (about 4 lines)
- Selected Grants/Awards - (about 4 lines)
- Recent/Selected Exhibits - (about 15 lines)
- Publications or Collections (Etc.) - (about 5 lines)

2. Image List:

Provide an image list using the format in the example below EXACTLY.

Example:

SmithCayuga.tiff

Cayuga Lake, oil on canvas, 11” x 13,” 2007, \$400

- Place title in *italics*, not quotes.
- Notice placement of commas inside closing quote.
- **Prices are required.**
- See page 6 to see how to indicate a mix of new and previous images.
- For giclees, I suggest indicating what it is a giclee of, i.e. giclee of pastel...

Sample E-mail

Brochure Changes

New E-mail: dbeale@twcnny.rr.com

Brochure statement – in first sentence replace live with “lives”

Website Changes

New Phone: 607-384-5040

New resume

EDUCATION

University of California, Berkeley

Richmond (California) Art Center

University of New Mexico

PROFESSIONAL EXPERIENCE

Owned and operated pottery business since 1975

25 year participation in numerous juried craft shows throughout the northeast.

SELECTED EXHIBITIONS

2006 Everson Biennial, “Beauty is in the Eye of the Artist”

Winner of Juror’s Award, 2007 State of the Art Gallery annual juried show, Ithaca

Kenan Center, Lockport, NY, “Garden Reflections,” 2005, 2007

Vanishing Point Gallery, Lockwood NY. “Art on the Water 2006”

Community School of Music and Arts, Ithaca, NY: “Layers: Annual Photo Show 2007”

State of the Art Gallery, Ithaca, NY, Annual Juried Photography Show, 2005-2007

Please keep these images currently on website

Winter Scene, watercolor, 12”x 8,” 2005, \$525

Sunrise, oil on canvas, 11” x 14,” 2006, \$625

Image List - 3 new images

BealeHighway.tif

Highway 50, oil, 11” x 13,” 2007, \$400

BealeTreman.tif

Treman Falls, giclee of watercolor, 12”x12,” 2007, \$475

BealeStudio.jpg

Picture of my studio