

Methow Valley Studio Tour Overview 2012



Confluence Gallery & Art Center

PO Box 716 ◦ Twisp, WA 98856 ◦ (509) 997-2787 ◦ nicole@confluencegallery.com

STUDIO TOUR JUNE 9-10, 2012

WELCOME!

Thank you for your interest in the Methow Valley Studio Tour. As “members” of the Studio Tour, we support one another and work together to organize and operate the event. You are now a member of this great group of artists. The Tour is bound to be successful because of you.

ABOUT THE TOUR

The Studio Tour is a festive outdoor event held during the second weekend in June. Local artists open their studios while other artists join them in garden settings with music to create an inviting marketplace of fine art.

DATES TO REMEMBER

December 14, 2011	Applications available (Confluence Gallery and online)
March 23, 2012	Applications and fees due
April 6, 2012	Studio Hosts notified
April 13, 2012	Participating artists notified
April 20, 2012	DUE: Final fees, bio, & photos due
May, 2012	Meeting with studio “hosts”, date and time TBD by “hosts”
June 9 & 10	Studio Tour

ABOUT THE STUDIOS

You can choose a specific studio and we will make our best attempt to accommodate you. When assigning artists to the studios we consider the following: a variety of mediums, total number of artists, and the capacity of the studio. A list of artists and their locations will be sent by email at the end of January. Before the Tour, the studio “host” will have a meeting with the artists to discuss display arrangements, set-up/take-down, security, lighting, decorations, and overall ambience of your location. Street signs and extra brochures will be provided.

If you would like to offer your studio to be on a future Tour, please consider these important issues: location (easy to find), space for displays, safety for vendors and patrons, adequate parking, electricity, and accessibility for guests and your neighbors. Each studio location is juried by the Steering Committee prior to acceptance.

ORIGINAL WORK

As a venue of artwork, we look for professional work, designed and crafted by the artist, with original designs, and quality craftsmanship. Artwork that is mass-produced with the use of commercial kits or molds, pre-fabricated forms, or imported items are not eligible.

E-MAIL

Most of our communications take place via e-mail, so it’s important that you have access to e-mail and can check it regularly.

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VOLUNTEER OPPORTUNITIES

The Methow Valley Studio Tour supports artists in our community by providing a professional and inviting local venue. As members of the Tour, we support each other and work together to organize and operate this annual event.

We count on our artists to volunteer with studio setup, to place roadside signs, distribute posters, hang banners, help with the mailings, and so forth. Each artist is expected to help out with one or more volunteer jobs. If you have other commitments and would rather not be called on to volunteer, you may “opt out” by paying a \$50 fee. If you sign up to do some volunteer work and do not actually do it, you will be expected to pay the \$50 fee prior to the Tour.

BUSINESS LICENSES

Artists are required to have any and all business licenses and permits that are needed for their operation, and comply with all applicable ordinances, rules and regulations of county, city, state, and federal governments. The current sales tax rate for Okanogan County is 7.8%.

MARKETING

Advertising, Community Activities: We promote the Studio Tour through ads in local publications, tourist guides, and calendars in the Okanogan area newspapers. We promote the event through the Methow Valley Artists quarterly publication, as well as the Summer Guide. Press releases are sent with photographs to our area newspapers. We post on Methownet and on the MethowArtists websites. The confluence website and brochures are also a primary means of making our presence known.

Brochures: Our brochures will be sent to our database, as well as regional art-related contacts and the media. We will provide 25-50 brochures to each artists, and suggest that you send these out to your customer base, friends, and family. You can also hand them out at shows or galleries where your work is displayed. The brochures will be ready about one month prior to the show.

E-Mail: We will provide a compact postcard-style show handout via e-mail about 2 months before the Tour. You can use it to e-mail to your customers, friends, and family. You can also print it out and use it to hand out at shows or galleries.

Your Home Town: If you are not a resident of the Methow Valley, we encourage you to help promote the Tour by posting the brochures and posters around your home town and surrounding areas.

Your Website: If you have a website, be sure to link to the Confluence website and refer to the Studio Tour link in your mailings, e-mails, and other related materials.

BOOTH ATTENDANCE, SHARING

You must be present at your booth throughout the event. There is no booth sharing.

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CD REQUIREMENTS FOR PHOTOGRAPHS AND OUR WEBSITE

You will need to submit photos of your artwork and bio information for the website, brochure, press releases, and possibly ads and other marketing materials. Note: brochure photos may be cropped to square proportions.

Instead of sending a CD you can e-mail the information requested below to info@confluencegallery.com. Attach the 4 photos, paying special attention to the size, type, and file name requirements below. Send your bio information in the message, not as an attachment. Make sure that you send updated contact information if it should change.

YOUR CD OR E-MAIL SHOULD CONTAIN

1. Bio Information
 - a. Your name
 - b. Business name (if applicable)
 - c. Brief Description of your artwork
 - d. Studio/contact phone number
 - e. Studio/contact e-mail address
 - f. Website (if applicable)
 - g. A brief bio
2. Four Photos
 - a. .jpg files (as attachments)
 - b. 4"x6" minimum size, and 300 dpi or 1200x1800 pixels (to ensure quality print reproduction)
 - c. Do not submit slides or transparencies

QUALITY OF PHOTOS

The effort that you place into your photos pays off. When we choose the art for the brochures, we consider the quality, what stands out when small, which colors relate well to surrounding photos, what crops to the right proportions, and what image clearly identifies your medium and style. Be sure to take your time with your photos to give yourself the best publicity.

If you have questions about submitting your form, fee or photos, please contact Nicole at Confluence. Good luck!