

Chautauqua- Lake Erie Art Trail **2010**

Chautauqua Region Open Studio Tour

Presented by North Shore Arts Alliance

Saturday, May 29th | 10am-5pm and Sunday, May 30th | 10 am-5 pm

Application Deadline: Wednesday, July 1st

ANNUAL FEE: Working Artist \$150 and Non-Working \$225

The annual *CLEAT* fee gives artists the benefit of the mass exposure through the *CLEAT* brochure, advertisements, media releases, and website. The fee supports marketing and operating costs related to the promotion of *CLEAT*.

ARTIST OBLIGATIONS

2010 open studio weekend is Saturday, May 29rd from 10am to 5pm and Sunday, May 30th 10am-5 pm. Artists accepted into the *CLEAT* program **must be in their studio** on these days and times; a closed studio affects the integrity of the entire open studio event as it is vitally important that visitors not travel to closed studios. If an emergency or sickness arises, artists must find someone to staff their studios during these times.

Artists must collect appropriate sales taxes on the open studio weekend and will be expected to provide a copy of a Sales Tax Certificate of Authority by April 2010. New York State residents may apply for a certificate at **HYPERLINK** "<http://www.nys-permits.org/>"[http://www.nys-permits.org.](http://www.nys-permits.org/)

Artists must collect visitor information to document the event success for grant reporting; *CLEAT* will provide sign in sheets for this purpose. Final reporting includes sharing sales figures with *CLEAT*. All information will be kept confidential.

Participating artists will be asked to share their mailing list with the *CLEAT* so that all promotional mailings are coordinated through the *CLEAT*, avoiding duplicate mailings to visitors. Email announcements will be provided to

participating artists so a consistent message may be sent to all friends, family and patrons. Announcements can be personalized when forwarded by each artist.

Artists will be expected to meet the July 1, 2008 deadline for the artist statements, digital images, application, and fee.

CLEAT does not offer insurance for artists, galleries, participants and/or patrons of this event. It is advised that all participants investigate their personal homeowner or business insurance policies to learn if you are covered for any accidental injuries patrons might incur on your property during the event.

Artist Information:

Via email: Please Fill out this form and return it by email (Microsoft Word 07, no PDF's) . And then mail your check, a CD(containing 3-5 photos in TIF or JPEG, a list of images, and the application form saved in Microsoft Word 07), a hard copy of text, and the information form. **Make Checks payable to North Shore Arts Inc. or Chautauqua -Lake Erie Art Trail (\$150 working or \$250 non- working artist).**

Deadline: Wednesday, July 1st, 2009.

Mail to:
CLEAT C/O Thomas Annear
122 Central Ave.
Fredonia NY 14063

Checklist

1. Application: Emailed and saved to CD with images. (See Below)

2. Images: CD 4 images of recent work and 1 of the studio space where you will be setting up via CD. The images of your art will be used in the brochure, on the website and possibly for future publicity (Press releases, Post card invites, poster, etc...) It is very important that they be of the highest quality and clarity. Please number your images, #1 being your first choice for inclusion on the brochure. Please feel free to include an additional image of you. This image

could be a close up or you working in the studio or in front of your studio or working on location. The images we will most likely use for newspaper publicity will be of smiling artists showing off their work.

Digital Images: Preferred image size is five inches or greater (long dimension) at 300 dpi or better; minimum image size is 2 inches (long dimension) at 300 dpi. When choosing file types, first choice is TIFF. Select "highest quality" and do not use compression. JPEGs are a second choice, but make sure highest quality is chosen and that the resolution is set at 300dpi. If possible, crop to exclude unwanted background elements (wall, frame, etc.).

3. Check for Annual Fee: Working Artist \$150 and Non-Working \$225

Application

1. Information for Brochure and Website:

Name:

Business Name, if any:

Address:

City/State/Zip:

Phone:

E-mail:

Website:

By appointment only or list business hours (choose one and hours must fit on one line).

2. (optional) Gallery representation: Since this is a cooperative effort we would like to include the name of the gallery that represents you on the brochure and website. Gallery listings will be part of your 30 word text for the brochure.

3. Choose up to three mediums:

sculpture

furniture

mixed media

fiber

ceramics

functional art

photography painting/drawing
printmaking
other (please list) _____

4. Describe your work in five words (Stoneware Pottery, Bowls, Mugs, Vases) used for website purposes.

5. Short Artist Description for Brochure; no more than 30 words.

6. List of images: (enter information in this order) title, size, medium.

Example: "Barn in Winter", 19" x 15", oil.

Image 1

Image 2

Image 3

Image 4

Image 5

Image of you at work (file name only)

7. Short Artist statement for web; 100 words or less.

8. If you would like to purchase a website please contact Thomas Annear at 679-9254.

9. If you are a working artist which of these interests you? Check all that apply.

_____ Marketing
_____ Fundraising
_____ Events

Certification: I certify that the information contained in this application is true and correct. I agree to be in my studio for all dates and times of the open studio weekend 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, etc. I will make sure that my studio is staffed in my absence. I understand that my participation in the CLEAT may be terminated at any time at the discretion of the CLEAT Steering Committee without cause, and in writing. Should my participation be terminated at the option of CLEAT or at the option of myself, I shall have no other recourse in equity or at law. All accepted artist's images will be held as part of the CLEAT database. All images must be released for reproduction in all media only

for the art trail. 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, I will need to work with CLEAT staff to improve quality. I understand that I am required to ask visitors to my studio on open studio weekends to fill out a survey form. I will send those forms and feedback forms (including sales data which will be kept confidential) back to CLEAT within one month of the event. I understand that CLEAT is not carrying insurance to cover events that happen at my Art Trail location to include injury, damage, or any other type of calamity. I agree to hold harmless CLEAT, 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 an reason whatsoever and/or arising out of any act or omission of myself, and my premises.

Artist signature:

Date: