

2021 Placitas Studio Tour Guidelines

*The 24th annual Placitas Studio Tour (PST) will take place
the weekend of August 28–29, 2021.*

Application:

Please read the full Artist's Rules before filling out the PST application form.

- All artists must live in Placitas or maintain their primary studio in Placitas.
- No guest artists from elsewhere are eligible.
- To retain the integrity of the tour, artists may sell only their own original items and editions. Nothing created from commercially available kits is permitted.
- Artists may share a studio location. Each artist must still apply individually and submit their individual application form and payment. There is a limit of three (3) artists at one studio location.
- Artists must commit to a studio location at time of application.
- Artists **MUST** be open both days of the tour from 10 a.m. – 5 p.m. Your commitment to honor these hours benefits all participating artists and the public that attends and supports the PST.
- Artists are responsible for collecting and reporting the applicable county **taxes of 6.375%** on their sales.
- Artists are required to volunteer for one of the tasks that help us create a successful tour. See (Artists Rules) – As New Mexico State guidelines allow.
- Artists are required to sign the Hold Harmless Agreement and return it with their completed application.
- Tour Cancellation
 - In the event the PST must be cancelled, the PST BOD will endeavor to refund as much as is fiscally possible to each artist.

Volunteer Opportunities:

- **Each participating PST artist is REQUIRED to volunteer for a specific studio tour task. Requests for volunteers will be sent out by the Coordinator.**
 - **Brochure Coordinator:** Tricia George: tricia.george11@gmail.com
 - **Exhibits Coordinator:** Bunny Bowen: bunny@db-bowen.com
 - Placitas Artists Series/Placitas Studio Tour — Virtual Tour - April 2021
 - ABQ Sunport Display — July 2021
 - **Hospitality Coordinator:** Mary Hofmann: khofmann01@comcast.net
 - **Sponsorship Coordinator:** Dana Roth Patterson: dpattersonroth@gmail.com
 - **Other opportunities:** Nancy Holley: designsin34time@gmail.com

PST Payment Information:

❖ Studio Tour Fee:

- \$230.00 per artist.
- Collaborative artists working on the same piece of art: \$230.00

Hold Harmless Agreement:

- Artists must sign and return with their completed PST application for studio tour and/or:
- Artists must sign HHA and return with their completed PST application for studio tour.

Images:

Artists must provide

- A professional quality digital image of their work for the brochure
 - Image size for the brochure is 2" square at minimum of 600 x 600 pixels
 - **Email image to Joan Fenicle: joanf41@gmail.com. Deadline: January 31, 2021**
 - **If you choose to use the 2020 image, please send Joan an email.**
 - Accepted artist(s) who do not provide the correct image will have the PST logo image displayed in the brochure.
 - Artist must describe their work:
 - 8–10 words for brochure
 - 40 words for the website. Complete sentences are appreciated.
 - Participants and sponsors appear on the PST website for a year with links to their websites.
 - Note: although we use square images in the brochure and for the website, thumbnails, your web image can expand to the entire image dimensions, up to 600 pixels wide. Send to bunny@db-bowen.com
- ☐ **Optional:** Publicity image (600 dpi at 6 inches on the longest side)
- For questions concerning images, contact: Joan Fenicle @771-4007
 - For questions concerning images on the PST website, contact: Bunny Bowen @ 867-2731

Application check list:

☐ Application:

All 2021 PST Artists Applications must include:

- **Signed Artists Application, Hold Harmless Agreement, and Images(s)**
- Payment of \$230.00 per artist
- Make checks payable to: Placitas Studio Tour (PST)
- Mail to: PST – PO Box 946 – Placitas, NM 87043
- Artist Application must be **postmarked by January 16, 2021.**

NOTE: THERE IS NO DROP OFF LOCATION

Additional optional opportunities to show — details will be emailed after January 16:

- **April: a collaborative show with the Placitas Artists Series**
- **July: work by PST artists will be shown at the Sunport in the display cases lining the underground parking entrance**

□ **Tips for Artists:**

- If Artists choose to offer simple refreshments, please label food and drink to avoid allergic reactions.
- Artists are encouraged to remove or highlight any tripping hazards on their property and/or in their studio's.
- Artists are strongly encouraged to clearly mark parking areas to help with the flow of traffic and to avoid blocking driveways. Keep in mind the possibility of emergency vehicles needing to get to a call.
- Artists are highly encouraged to send personal invitations or notices to their collector/ mailing lists and social media outlets, like FaceBook, Twitter, Instagram.
- A PDF version of the brochure will be furnished for you to use. There will be no postcard.
- Artists are encouraged to view the tour's **FaceBook** page, comment, and share with their friends/family.
- Artists are strongly encouraged to complete the free, on-line, NM Safe Training Program. www.nmsafecertified.org
NM Department of Health website for current info: <https://cv.nmhealth.org/>

2021 Placitas Studio Tour Application

Please use black pen when filling out the application.

Section I: Tour Brochure Information. This information will be included in the PST Brochure unless otherwise indicated.

Artist Name: _____

Studio Name: _____

Physical Address: _____

Studio Address (if different than above): _____

Please **PRINT EMAIL ADDRESS** _____

Home Phone/Cell Phone: _____

Website: _____

I will be sharing a studio location with: _____

How many years have you participated in the Placitas Studio Tour? _____

Medium: _____

Please describe your work for the brochure: 8–10 words:

Please describe your work for the website — maximum of 40 words:

Directions to your studio (be specific): _____

Mailing Address (if different than above) _____

I have read the 2021 PST Guidelines and the 2021 PST Artist Application and agree to participate in the tour according to the rules outlined therein.

- ✓ I agree that the articles I offer for sale are made by my own hand, are designed by me, and are like those represented by the images provided in my application.
- ✓ I understand that the PST may use the images and promotional information that I have submitted in this application for all promotional purposes without notice or payment to me.
- ✓ I will promote the PST through mediums I have available; websites, social media, mailing lists etc.
- ✓ I will be responsible for my own insurance, liabilities, sales tax, and costs incurred for my studio location.

Signature: _____

Print Name: _____

Date: _____

Placitas Studio Tour is not responsible for damages, theft, personal injury, or conditions arising from inclement weather or public health orders.

Payment constitutes acceptance of the terms and conditions stated herein.

Please send:

- 1) Completed 2021 PST Artists Application form &**
- 2) \$230.00 fee payable to PST &**
- 3) Signed Hold Harmless Agreement**

to:

**Placitas Studio Tour
PO Box 946
Placitas, NM 87043**

Deadline:

**Postmarked by: January 16, 2021
NO EXCEPTIONS, THANK YOU
There is NO drop off location**

2021 Placitas Studio Tour Hold Harmless Agreement

THIS AGREEMENT is made the ____ day of _____, 2021 by and between the Placitas Studio Tour, its Board of Directors, its volunteers, and _____, hereinafter referred to as "ARTIST."

ARTIST agrees as follows:

Hold Harmless:

ARTIST agrees to indemnify and hold harmless the Placitas Studio Tour, its Board of Directors, and its volunteers, from all claims, losses, suits, damages, judgments, expenses, costs and charges of every kind, including court costs and attorney's fees, resulting from ARTIST's participation in the 2021 Placitas Studio Tour by reason of personal injuries, death, or property damages.

ARTIST further agrees to indemnify and hold harmless the Placitas Studio Tour, its Board of Directors, and its volunteers from any claims and for all damages, costs, and expenses, including, without limitation, court costs and attorney's fees and amounts paid in settlement incurred in connection with such claims arising out of acts of negligence of ARTIST, his agents, or his employees.

Artists must agree to follow all current State Health Guidelines.

Loss & damage:

ARTIST releases the Placitas Studio Tour, its Board of Directors and its volunteers of any liability for illness, loss, theft, vandalism, fire or other damage to ARTIST's property which may occur during the 2021 Placitas Studio Tour, whether resulting from fire, storms, public health orders, acts of God, theft, pilferage or other causes.

Print Artist Name: _____

Artist's Signature: _____

Date: _____