



PLACITAS STUDIO TOUR APPLICATION – 2017

Guidelines

READ THE FULL RULES FOR ARTISTS and “AGREE” before filling out application form.

The 20th annual Placitas Studio Tour will take place on Mother’s Day weekend, May 13 & 14, 2017.

- All participants must live in Placitas or maintain their primary studio there. No guest artists from elsewhere are eligible.
- To retain the integrity of our tour, artists may sell only their own original items and editions, and nothing created from commercially available kits.
- Artists may double up at one studio; each artist still pays the entry fee. Limit: 3 artists at any one site.
- Artists commit to a location at the time of application and must be open both days from 10 AM – 5 PM.
- Artists are responsible for collecting applicable taxes on their sales. 6.25%
- Artists must attend a **mandatory orientation meeting Tuesday, April 11 at 6:30** at Anasazi Fields Winery, 26 Camino de los Pueblitos (*mark your calendar now*). Artists will receive their brochures/invitations, learn of extra advertising opportunities, sign up for work parties and meet each other.
- All participants may choose a task listed on this application that suits their qualifications.
- Artists must furnish a *professional quality* digital image of their work for the brochure. See image specs below.
- Participants and sponsors appear on the PST website for a year with links to their websites.
- Kick-off Party will be on Thursday May 11, at Dianna Shomaker's house, 161 Camino Barranca. Note: potluck.
- Artists are encouraged but not required to provide simple refreshments, such as lemonade, water, cookies, for studio tour guests.
- Artists are encouraged to send personal invitations or notices to their collector/ mailing list (social media like Facebook, twitter, and Instagram). PDF version of the brochure will be furnished.
- The Artists’ Tour of sites will take place on Saturday, May 20th. Artists must opt in to participate.

SEND IMAGE (300 DPI at 2 inches square) to Joan Fenicle via email: joanf41@gmail.com by Feb.14, 2017.

**Send application form and \$230 fee to: Placitas Studio Tour/Callahan, 4 Calle Rosa, Placitas, NM 87043.
*All applications and images must be received in hand by Feb. 14, 2017.***

Keep this page for your records. Put dates on calendar now!

For questions concerning images call Bunny 867-2731 or Joan 771-4007.

Send other questions to info@placitasstudiotour.com or call Andi 771-1117

To review PST policies: <http://www.placitasstudiotour.com/application-form/Policies.pdf>

VOLUNTEER TASKS

There will be 3 sign work parties to choose from. Artists will have the opportunity to sign up at the mandatory orientation meeting Tuesday evening, April 11.

Artist volunteers needed with skills for:

online calendars

social media

writing - press releases and articles

print-ready image preparation

Several people with computer skills in Excel,

Word and data base entry

Kick-off party assistants - shopping for supplies, party prep, and clean-up

Sign assembly

Sign dis-assembly

If you would like to be a PST Sponsor, please contact riha8@comcast.net for details.

Send application and \$230 payment to:

Placitas Studio Tour

c/o Callahan

4 Calle Rosa

Placitas, NM 87043

Placitas Studio Tour Application Form

must be received in hand by 2/14/17

Please fill out clearly and completely, *even if you have been a participant before.*

NOTE: Do not fill out this form without reading the guidelines on the previous pages.

Name _____

Postal Address _____

Studio Location (if different) _____

Phone _____ Email _____

Website _____

I want to help assemble or disassemble signs (circle one).

Please include or attach a brief description of your work **for the PST website** (*complete sentences, please!*):

Do you plan to do a demonstration? _____

Do you want your address and/or phone number (circle one or both) listed on the website? _____

Directions from 165 to your studio (this is for map location – it does not get published):

SEND BROCHURE IMAGE (300 dpi at 2“ square) to Joan Fenicle via email: Joanf41@gmail.com

Optional: SEND PUBLICITY IMAGE (300 dpi at 6” on the longest side) to info@placitasstudiotour.com

Note: although we use square images in the brochure and for website thumbnails, your web image can expand to the entire image dimensions, up to 600 pixels wide. Send to bunny@db-bowen.com.

CHECK LIST

___ I have read the application and guidelines in full and “accepted” <http://www.placitasstudiotour.com/application-form/Policies.pdf>

___ I have provided a *high quality* digital image for the brochure (300 dpi at 2” square) to Joanf41@gmail.com

___ Check enclosed for \$230, payable to Placitas Studio Tour.

___ Application, signed and dated.

OPTIONAL

___ I have provided a 300 dpi image at 6” on the longest side for publicity to info@placitasstudiotour.com)

Signature _____

Date _____

Placitas Studio Tour is not responsible for damages, thefts, personal injury or conditions arising from inclement weather. Payment constitutes acceptance of the terms and conditions stated herein.