



# 2018

## Placitas Studio Tour

*“Our Doors Are Open”*

*The 21<sup>st</sup> annual Placitas Studio Tour  
Mother’s Day weekend, May 12 & 13<sup>th</sup>, 2018*

### Guidelines:

Please read the Rules for Artists before filling out the application form.

- All participants 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 are permitted.
- Artists may share a studio location. Each artist must 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 10:00AM – 5:00PM. 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 taxes on their sales.
- Artists are required to attend the Mandatory Orientation. If the artist is not available to attend, they must send someone in their place. (See Rules for Artists).
  - Artists receive their brochures; get an overview of the tour, meet fellow artisans and Board members; learn of additional advertising opportunities and sign up for work parties.
  - If you are unable to attend the mandatory meeting, you are required to send someone in your place who introduces themselves as representing you in your absence.
- Artists are required to volunteer for one of the tasks that help us create a successful tour. See (Rules for Artists).

- Artists are required to sign the Hold Harmless Agreement and return it with completed application.

### Section I: Volunteering

- Each participating PST artist is **REQUIRED** to volunteer for a specific studio tour task. (See Rules for Artists). There are multiple opportunities to volunteer listed below:

- **Sign Assembly**

- Sign Coordinators: Carol Ordogne @ [gardenartistry@gmail.com](mailto:gardenartistry@gmail.com) and Mike Stoy @ [msstoy57@gmail.com](mailto:msstoy57@gmail.com)
  1. Assembly party - Saturday, April 28<sup>th</sup>, 2018 at the Placitas Fire Station # 4, Hwy 165
    - Two shifts:
      - 10:00am – Noon & 2:00pm – 4:00pm
  2. Sign dis-assembly party – Sunday, May 20<sup>th</sup>, 2018 @ the Placitas Community Library  
Time to be determined.
  3. Neighborhood Sign Captain for Sundance

### Section II: PST Payment Information

- Studio Tour Fee: \$230.00 per artist

### Section IV: Images

- Artists must furnish **at least one professional quality digital image of their artwork** for the brochure and the website. Specifications are: 360 dpi at least two inches square. If your image editing software displays pixels rather than inches, this translates to 720 x 720 pixels.

Additional images may be submitted for publicity and you are not limited to the square format for these. Publicity images should also be 360 dpi and at least 4 x 6 inches (1440 x 2160 pixels).

All images must be appropriately labeled with artist last name, first initial and purpose. (For example: jonesm-brochure or jonesm-pub1, jonesm-pub2, etc.) If you wish your image on the website to expand to a non-square format, submit it with the same specifications as the publicity images and label it accordingly (jonesm-web).

All images are to be submitted to: [images@placitasstudiotour.com](mailto:images@placitasstudiotour.com) and are due when you submit your application. Artists who do not submit a suitable image will have either a prior year's image or the PST logo displayed.

**New this year, all artists will be provided with a copy of their brochure information for proofing. All artists MUST approve their image and listing and return it within 48 hours of receiving their proof to [images@placitasstudiotour.com](mailto:images@placitasstudiotour.com)**

**Tip:** photographing artwork can be challenging, especially three-dimensional work. Try to avoid distortion (shooting at an angle), reflections, and distracting backgrounds. Images are important – many visitors preview work on the website and come prepared to purchase a featured piece. Consider refreshing your image if you have been using the same one year after year.

### Additional information for brochure and website:

- For some time, the website has provided a brief statement about your work, address, phone number, email, web address, unless you specify that certain information is not to be published. This year, the same information will be in the new, multi-page, tour booklet. You may include in your application a maximum of 40 words about your artwork – think in terms of words people might use to search for specific studios. Be specific, i.e. raku rather than pottery; encaustics rather than paintings, etc.

### Section V: PST Contacts

- For questions concerning images, call Bunny @ 867-2731 or Joan @771-4007.
- For questions regarding the tour, please email them to: [info@placitasstudiotour.com](mailto:info@placitasstudiotour.com)

### Dates to remember:

- **February 14<sup>th</sup>, 2018** – Deadline for completed application to be accepted into the 2018 PST.
  - **TIP:** For faster delivery you may take your completed application to the PLACITAS Post Office and ask the counter employee to hand stamp and put it into PO BOX 946.
  - For those artists who are running late in mailing their application, you may hand deliver it to Riha Rothberg's home at 7 Placitas West Road.
- ✓ Application information to be mailed is:
  - ✓ Completed artist information
  - ✓ Payment of \$230.00 per artist
  - ✓ Signed Hold Harmless Agreement  
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  - ✓ Image sent to: [images@placitasstudiotour.com](mailto:images@placitasstudiotour.com)
- **Tuesday, April 10<sup>th</sup>, 2018** - Mandatory Meeting:
  - Where: Placitas Community Center  
41 Camino de Las Huertas – Placitas, NM  
Time: Reception: 5:30pm – 6:00pm  
Meeting starts @ 6:15pm – 8:00pm
  - Artists receive brochures; get an overview of the tour, meet fellow artisans and Board members, learn of additional advertising opportunities and sign up for work parties.
  - If you are unable to attend, you **MUST** send someone in your place who introduces themselves as representing you in your absence.
- **Thursday, May 10, 2018** - PST Kickoff Party – Potluck
  - Dianna Shomaker's home, 161 Camino Barranca.
- **Saturday, May 19, 2018** - The PST after tour for Artists
  - Touring participating artist's studios: Artists must opt in to participate.

### Tips for Artists:

- Artists are encouraged but not required to offer simple refreshments for their studio tour guests. Artists are highly encouraged to send personal invitations or notices to their collector/ mailing lists (Social media outlets, like Facebook, Twitter, Instagram). A PDF version of the brochure will be furnished for you to use. Artists are strongly encouraged to view the tour's Facebook page, comment, and share with their friends/family.



# 2018

## Placitas Studio Tour Application

*“Our Doors Are Open”*

**PLEASE PRINT all information**

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

Artist Name: \_\_\_\_\_

Studio Name: \_\_\_\_\_

Physical Address: \_\_\_\_\_

Mailing address if different than above \_\_\_\_\_

Studio Address if not the same as above: \_\_\_\_\_

Email: \_\_\_\_\_

Phone/Cell: \_\_\_\_\_

Website: \_\_\_\_\_

I will be sharing at studio location with: \_\_\_\_\_

Will you be doing a demonstration at your studio? Circle one: Yes No

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

I will volunteer to help with:

- Signage: 1) Assemble PST signs 2) Dis-assemble PST signs & help return to storage unit

1<sup>st</sup> Choice \_\_\_\_\_ 2<sup>nd</sup> Choice \_\_\_\_\_

- Neighborhood Sign Captain – Sundance Mesa: \_\_\_\_\_

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

Briefly describe your work (Brochure: Maximum of 40 words)

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Directions to your studio from Hwy 165 (Be Specific)

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I have read the 2018 Placitas Studio Tour Application Guidelines and agree to participate in the tour according to the rules outline herein.

- ✓ I agree that the articles I offer for sale are made by my own hand, are designed by me, and are similar to 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 and costs incurred for my location.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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

**Payment constitutes acceptance of the terms and conditions stated herein.**

Mail the three items listed below to:

- 1) Completed application form
- 2) your \$230.00 fee
- 3) signed Hold Harmless Agreement to:

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

- 1) Image emailed to: [images@placitasstudiotour.com](mailto:images@placitasstudiotour.com)

**Deadline for completed application post marked by: February 14, 2018 and Image emailed**

**NO EXCEPTIONS**

2018  
Placitas Studio Tour Application  
*"Our Doors Are Open"*

**Hold Harmless Agreement**

THIS AGREEMENT is made the \_\_\_\_day of \_\_\_\_\_, 2018 by and between the Placitas Studio Tour, its Board of Directors and its volunteers and \_\_\_\_\_, hereinafter referred to as "ARTIST".  
(Print Artist Name)

The parties agree as follows:

**Hold Harmless:**

ARTIST agrees to indemnify and hold harmless 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 2018 Placitas Studio Tour because of personal injuries, death or property damages.

ARTIST further agrees to indemnify and hold harmless 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 employees.

**Loss & damage:**

ARTIST releases Placitas Studio Tour, its Board of Directors and its volunteers of any liability for loss, theft, vandalism, fire or other damage to ARTIST's property which may occur during the 2018 Placitas Studio Tour, whether resulting from fire, storms, acts of God, theft, pilferage or other causes.

**Print Artist Name:**

\_\_\_\_\_

**Artist Signature:**

\_\_\_\_\_

**Date:** \_\_\_\_\_