

COLUMBIA OPEN STUDIOS 2007 INFORMATION & GUIDELINES

Registration due December 15, 2006

Please read information and guidelines carefully before completing registration form.

Columbia Open Studios 2007 wants to give artists an opportunity to engage the public directly and show their art as well as their creative processes. The organization hopes this will create new marketing opportunities for artists. The event also aims to provide easy access for the community to the visual arts and expose the public to the wealth of fine artists in Columbia and Richland and Lexington counties. This, the organizers hope, would educate people about the process of making art and create a dialogue between artists and the public. By giving people a chance to peek into artists' studios, get a sense of how they work and interact directly with artists, Open Studios hopes to generate excitement about area artists among seasoned collectors and first-time buyers alike. The event will be Saturday and Sunday, **May 5 – 6, 2007**.

Open Studios 2007 is part of the **2007 Columbia Festival of the Arts**. The 10-day festival will take place from April 27 – May 6, 2007. The festival will be a showcase for arts and culture in the Columbia area. During the festival, theaters, dance companies, music venues and organizations and galleries and museums will show off their talent by premiering or opening new shows. For more information about the festival, please visit our website at: <http://www.columbiafestivalofthearts.com>.

The **Columbia Open Studios 2007** organization will promote the event vigorously throughout the Midlands and the rest of South Carolina. In addition to paid advertising about the festival at large, the organization will produce a special Open Studios 2007 tabloid. The tabloid will be distributed with Columbia's *The State* newspaper and via art venues and organizations throughout South Carolina. The tabloid will be what art lovers will carry around as they travel from studio to studio during Open Studios weekend. It will list all participating artists with their studio address, contact information, brief descriptions of them and their art, an image of their art and directions to their studio. Furthermore, the tabloid will include maps indicating where the studios are. Open Studios 2007 also will be featured prominently on the website of the **Columbia Festival of the Arts**.

All participating artists will receive **Columbia Open Studios 2007** postcards to distribute themselves and road markers to direct visitors to their studios.

Columbia Festival of the Arts/Open Studios 2007
1411 Gervais St., Fifth Floor,
Columbia, SC 29206
studiotour@columbiafestivalofthearts.com

Columbia Open Studios 2007 Registration

Registration **deadline**: December 15, 2006

To register, please follow these steps:

1. Email completed **registration form** to studiotour@columbiafestivalofthearts.com.

OR

mail a completed form in hard copy or on a CD to:

**Columbia Festival of the Arts,
Open Studios 2007
1411 Gervais St., Fifth Floor
Columbia, S.C. 29206**

2. Separately or with the completed registration form, mail the completed and signed participation agreement and a CD with two (2) high-resolution, 300 DPI TIFF images of your work to the Columbia Festival of the Arts at the address above.

Participation Fee and Commission

There is no participation fee; the event is free of charge to participating artists.

The Open Studios 2007 organization will not take a commission on works sold during Open Studios 2007.

Participation Criteria and Conditions

1. Only artists with a studio in the city of Columbia, Lexington County or Richland County can participate.
2. Only artists with a studio – that is, a space designated and equipped solely for the artist's art production – can participate; the studio should be the space where the artist receives the public during Columbia Open Studios. A temporary space in the home or elsewhere that does not function fully and permanently as the artist's studio won't do for participation in Open Studios.
3. Participating artists must be able to show the audience during Columbia Open Studios 2007 at least ten (10) works of original art produced in the past three years.

4. No more than 10 percent of all art on display in participating artists' studios can be offset lithographs or other reproductions and posters; at least 90 percent of the work on display should be original art, whether unique works, including sculpture, or limited-edition sculptures or limited-edition intaglio, lithography, silkscreen or other fine art prints.

5. Participating artists must agree to open their studio and be present at all times on Saturday, May 5, from 10:00 a.m. – 6:00 p.m., and Sunday, May 6, from 12:00 – 6:00 p.m.

6. Participating artists must submit with their application two (2) high-quality digital images of their art works to be used by the Open Studios organization for publicity through news media, printed materials and the Columbia Festival of the Arts website. The image should be submitted on a CD by mail as indicated above.

7. Participating artists must submit as part of their application, first, a short artist's statement of no more than 100 words; second, a short description of their art of no more than 100 words; and, third, a short description of their working process of no more than 100 words.

8. Participating artists must keep track of all visitors to their studio during Open Studios 2007, including recording information about the visitors' residential zip codes, and keep records of art sales. Artists must submit attendance and sales records for Open Studios to the Columbia Open Studios 2007 organization by Friday, May 11, 2006, by mailing or emailing the information to Columbia Festival of the Arts, 1411 Gervais St., Fifth Floor, Columbia, S.C. 29206 or studiotour@columbiainfestivalofthearts.com. (Attendance and sales records might help the Columbia Festival of the Arts/Columbia Open Studios 2007 secure grants and sponsorship money. Your participation in this matter is crucial to the future funding of Columbia Open Studios.)

9. Submitted materials will not be returned.

COLUMBIA OPEN STUDIOS 2007 REGISTRATION FORM

Application due December 15, 2006.

Please read guidelines carefully before completing this registration form.

Artist Contact Information:

ARTIST'S NAME:

MAILING ADDRESS:

CITY, STATE, ZIP:

PHONES:

EMAIL:

WEBSITE:

Studio information:

STUDIO ADDRESS:

STUDIO NAME (if in shared building):

CITY, STATE, ZIP:

STUDIO PHONE:

Disability Provisions:

Is your studio wheelchair accessible? _____ YES _____ NO

Is your studio on a second, or higher, floor? _____ YES _____ NO

Directions to your studio:

For consistency, please write your directions as if coming from the State Capitol in downtown Columbia. Be concise but clear.

Example 1 (to Mike Williams' studio):

From the State Capitol in downtown Columbia, take U.S. 1 (Gervais Street) west toward the river. After crossing the river, turn right onto U.S. 378 (Sunset Boulevard). The studio is on your right-hand side, 0.4 miles past the Hess gas station, across the street from Econo Auto Painting and behind a free standing building with a large storefront window.

Example 2 (to Suzy Farrell's studio):

From the State Capitol in downtown Columbia, take U.S. 1 (Gervais Street) west toward the river. After crossing the river, turn right onto U.S. 378 (Sunset Boulevard) to Lexington. About four miles after the I-20 junction, turn right at the Publix shopping center onto Old Cherokee Road. Take a sharp right at the second traffic light onto Pilgrim Church Road, then immediately turn left onto Catawba Trail. After about a mile, go left at the fork in the road, staying on Catawba. Take the first right onto a narrow, paved Privately Maintained Road. Pass the stop sign and continue to the two-story contemporary brick house on the right.

Directions to your studio:

From the State Capitol in downtown Columbia, take ...

Statements about you as an artist, your art, and your artistic/working process, each of no more than 100 words:

1. Artist's Statement:

2. Statement About Your Art:

3. Statement About Your Artistic/Working Process:

Publicity Images:

For publicity purposes, please provide the following information:

Publicity Image 1:

TITLE:

YEAR THE ARTWORK WAS MADE:

MEDIUM:

SIZE:

Publicity Image 2:

TITLE:

YEAR THE ARTWORK WAS MADE:

MEDIUM:

SIZE:

Make sure to include your last name and (part of) the work's title in your images' digital file titles.

COLUMBIA OPEN STUDIOS 2007 PARTICIPATION AGREEMENT

Please check each box as you agree to each statement below:

- I have read the guidelines for Columbia Opens Studios 2007 thoroughly.
- I am submitting the application by December 15, 2006.
- I am including with the application or mailing by December 15, 2006, a CD with images of two (2) of my work as specified in the guidelines.
- I have a studio – that is, a space designated and equipped solely for my art production.
- My studio is in the city of Columbia, Lexington County or Richland County.
- I will be receiving the public in my studio during Columbia Open Studios 2007.
- In my studio, I will be able to show the tools of my trade and relevant elements of my artistic/working process.
- I will during Open Studios 2007 show at least ten (10) works of original art produced in the past three years.
- No more than 10 percent of all art on display in my studios during Opens Studios 2007 will be offset lithographs or other reproductions and posters; at least 90 percent of the work on display will be original art, whether unique works, including sculpture, or limited-edition sculptures or limited edition intaglio, lithography, silkscreen or other fine art prints.
- I agree to open my studio and be present on Saturday, May 5, from 10:00 a.m. – 6:00 p.m., and Sunday, May 6, from 12:00 – 6:00 p.m.
- I understand that I will not have to pay any commission to the Open Studios 2007 organization for art sold during Open Studios.
- I understand that participation in Open Studios 2007 is free.
- I will during Open Studios 2007 create a safe environment for children and adults.

- I understand that the Columbia Open Studios 2007 organization and its employees and officers and agents are in no way or form responsible for the safety of visitors to my studio during Open Studios 2007 or at any other time.
- I will keep track of all visitors to my studio during Opens Studios 2007, including recording information about the visitors' residential zip codes, and I will keep records of my sales. I will submit attendance and sales records for Open Studios to the Columbia Open Studios 2007 organization by Friday, May 11, 2006, by mailing or emailing the information to:
Columbia Festival of the Arts, 1411 Gervais St., Fifth Floor, Columbia, S.C. 29206, studiotour@columbiafestivalofthearts.com
(Attendance and sales records might help the Columbia Festival of the Arts/Columbia Open Studios 2007 secure grants and sponsorship money. Your participation in this matter is crucial to the future funding of Columbia Open Studios.)
- I understand that the materials that I submit for participation in Open Studios 2007 will not be returned.

By signing below, I indicate that I have read, understood and complied with all that is stated in the "Information and Guidelines" and "Registration" forms for Columbia Open Studios 2007. I understand that if I do not abide by what is asked of me as an Open Studios 2007 participant, I forfeit my ability to participate in Columbia Open Studios now and in the future.

PRINT NAME

SIGNATURE

DATE