



A Program of the Arts Council of Sonoma County

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Dear ARTrails 2012 Applicant,

Thank you for your interest in ARTrails Open Studios! Since 1985, ARTrails artists have been inviting the public into their workspaces providing a unique opportunity to learn about their creative process. The program helps to promote recognition of the quality and diversity of art our county has to offer while providing a venue in which artists can exhibit and sell their work. It is important that you carefully look over the application and guidelines and be sure you submit all required materials. Please contact us if you have any questions.

Listed below are some details of the application process.

#### **Fees**

- For prospective ARTrails artists that are applying to the program: there is a \$25 application fee for Arts Council members and a \$40 application fee for non-members. This amount will be applied to your ARTrails annual artist program fee upon acceptance into the program.
- Membership with the Arts Council of Sonoma County is required for participation in ARTrails. Individual membership is \$40 and, although not required for the ARTrails application, we invite you to join now to take advantage of the reduced members' rate and save \$15. For information on the Arts Council visit [www.ArtsCouncilSC.com](http://www.ArtsCouncilSC.com).
- The ARTrails annual artist program fee for 2012 is \$350, payable upon acceptance into ARTrails.

#### **Studio Listing**

- Each artist must show in his/her own studio or work space. All applicants must be full-time residents and have their studio in the county of Sonoma. Artists who collaborate can apply together only if all the work they intend to show is collaborative; they will have one listing. Couples who produce separate work will have two listings in the catalog and will each pay the ARTrails annual artist fee.

#### **Images**

- Your 6 digital images should represent a **focused group** of your best, recent (within the last 2 years) work in one media. Images should be of a professional quality **including framing/presentation** and representative of the work that visitors would see during ARTrails. *Please note that images that do not adhere to file type/naming protocols will not be considered by the jury.* You will also submit a description sheet with numbers corresponding to images with title, medium, dimensions and date. Please review the Image Submission document for more information.
- Your digital images will be juried in one media category (e.g. ceramics). For artists who would like to be juried into a second media category, you must submit an additional 6 images with a description sheet; indicate second media category on page one of application and add an additional \$10 jury fee.

#### **Original Artwork**

- You will submit one original piece of your work for the jury (or two original works if you would like to be juried into a 2<sup>nd</sup> media category). Work must be labeled on the back/bottom with your name, media category, and phone number. Deliver to the Board Room of the Spreckels Performing Arts Center (5409 Snyder Lane, Rohnert Park) on Saturday, March 31, 11am–3pm. Artwork is to be picked up Wednesday, April 11, 2pm–7pm. You will be contacted by phone if selected so that arrangements can be made for a visit to your studio. Decision letters will be sent to all applicants within 14 days of jurying.
- Please note: The Arts Council does not participate in the selection of artwork and the jurors do not provide feedback. We invite a different panel of jurors every year and encourage artists who do not get selected to apply again. Please review the Jury Process document for more information.

5409 Snyder Lane, Rohnert Park CA 94928 | Mail: Box 14296, Santa Rosa CA 95402  
Tel: 707.579.2787 (ARTS) | Fax: 707.588.3430 | [www.artrails.org](http://www.artrails.org)  
[www.artscouncilsc.com](http://www.artscouncilsc.com) | ArtsDaily: [www.sonomaarts.com](http://www.sonomaarts.com)



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### Accepted Artists

- All accepted new artists will need to submit a catalog image, publicity images/information, and provide a resale license number. Information will be presented at the **mandatory orientation meeting** Tuesday, April 24, 6pm–8:30pm at the Arts Council of Sonoma County offices in Rohnert Park.
- All studios must be open both weekends, **October 13-14 and 20-21** with artists present between 10am–5pm. All Artists are *required* to submit a piece for sale to be exhibited in the ARTrails Preview Exhibit held at the Arts Council Gallery during the Open Studios.
- As a member of ARTrails you agree to work a minimum of 10 volunteer hours to help facilitate the success and cost effectiveness of the program for all participants. When you receive notification of your acceptance an overview of the work teams will be provided so that you can request the work team that best suits your interests and skills. This is also a great way to get to know other participating ARTrails artists.

### Important Dates

|                         |  |
|-------------------------|--|
| <b>Friday, March 23</b> | <b>Prospective</b> ARTrails Application Deadline, 5pm (Arts Council offices) |
| Saturday, March 31      | Artwork Submission for Jury, 11am–3pm (Arts Council offices)                 |
| Wednesday, April 11     | Artwork Pick-Up, 2pm – 7pm (Arts Council offices)                            |
| Tuesday, April 24       | Orientation for accepted artists, 6pm–8:30pm (Arts Council offices)          |

**All application materials except the original piece of art may be submitted one of two ways:**

**1. Via e mail/online on or before Friday March 23 at 5 pm.**

**2. In person to the Arts Council offices during business hours Monday – Friday, 9 am – 4 pm before Friday March 23, or 9 am – 5 pm on Friday March 23.**

**Applications that are not complete will not be accepted.** For those of you submitting via e mail/online, open the editable PDF document on your computer, complete the application, save it to your desktop with the following label last name-first name-jury application (example: smith-jill-juryapplication.pdf) and submit your completed application as an attachment to:

[ARTrailsjury2012@artscouncilsc.com](mailto:ARTrailsjury2012@artscouncilsc.com)

Note that you will receive an automated e mail confirmation that your application has been received. It's your responsibility to make certain that you have completed the information accurately!

Note: the forms are type-able using Adobe Reader or Acrobat. You may type in your application information, save it to your computer desktop and attach it to an e mail, or print it out and hand deliver it to the Arts Council offices on the dates and times outlined above. **All images are submitted online directly to Marcus Graphics via the web site listed on the application or delivered on a CD if you are submitting your application in person.** There is also a Digital Signature option for those of you who wish to use it, otherwise simply sign the application once it's printed out.

The jury process is happening in the Board Room of the Arts Council of Sonoma County. **Your piece of original artwork is to be delivered and retrieved on the above dates from the offices, located at 5409 Snyder Lane, Rohnert Park, 94928.**

For more information about ARTrails Open Studios, please review the following documents:

- 2012 Mission Statement, Governance, Reproduction Policy
- 2012 Guidelines & Policies
- Image Submission for Jury
- Media Categories Descriptions

Should you have any questions or comments, please contact us. Thank you for your interest in ARTrails 2012!

5409 Snyder Lane, Rohnert Park CA 94928 | Mail: Box 14296, Santa Rosa CA 95402  
Tel: 707.579.2787 (ARTS) | Fax: 707.588.3430 | [www.artrails.org](http://www.artrails.org)  
[www.artscouncilsc.com](http://www.artscouncilsc.com) | ArtsDaily: [www.sonomaarts.com](http://www.sonomaarts.com)



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2012 Prospective ARTrails Open Studio Artist Application

Deadline for ARTrails Application: Friday, March 23, 5pm
Dates for Artwork Submission: Saturday, March 31, 11am-3pm (Arts Council offices)
Dates for Artwork Pick-Up: Wednesday, April 11, 2pm - 7pm (Arts Council offices)

Note: No late applications will be accepted. Failure to submit all materials required (or in the correct formats) will prevent your participation in the selection process.

A. Artwork Submission Guidelines: Two-dimensional work must not exceed 36" x 36" including mat and frame. Three-dimensional work must not exceed 50 lbs. Work must be labeled on the back / bottom with your name, media category, and phone number. For artists who would like to jury into two media categories, you must submit two original pieces. Artwork for jury exhibit must be delivered and picked up on the designated days and hours at the Arts Council offices. Someone other than you may do this. All art must be picked up by the deadline, no exceptions.

Name \_
Studio Address \_
Cross Street(s) \_
City \_ Zip \_
Phone \_ Email \_
Web \_ Fax \_
Mailing Address (if different from above) \_
City \_ Zip \_

B. Media Category: Check the media category in which your work will be juried. For descriptions on media categories, refer to Media Categories Descriptions. Artists who would like to be juried into a second media category must submit an additional six images with a description sheet; indicate second media category below and add an additional \$10 jury fee.

Check the media category in which your work will be juried:
\_\_\_ Ceramics \_\_\_ Furniture \_\_\_ Painting \_\_\_ Sculpture
\_\_\_ Digital Art \_\_\_ Glass \_\_\_ Photography \_\_\_ Woodworking
\_\_\_ Drawing \_\_\_ Jewelry \_\_\_ Printmaking \_\_\_ Fiber Arts
\_\_\_ Mixed Media
Check the 2nd media category in which your work will be juried (additional descriptions and \$10 fee required):
\_\_\_ Ceramics \_\_\_ Furniture \_\_\_ Painting \_\_\_ Sculpture
\_\_\_ Digital Art \_\_\_ Glass \_\_\_ Photography \_\_\_ Woodworking
\_\_\_ Drawing \_\_\_ Jewelry \_\_\_ Printmaking \_\_\_ Fiber Arts
\_\_\_ Mixed Media



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*When answering the following questions please be concise.*

**C. Art Process:** Describe the major steps involved in making your art. This information will be made available to jurors. Note elements that you do and do not make yourself. Include items incorporated in your work; for example stands, beads or fasteners.

**D. Artist Statement:** Information will be made available to jurors but is primarily for our publicity use.



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**E. Education:** Please describe how you might incorporate the educational component. ARTrails is an educational program. Educating the public to the processes used in your work must be a part of your open studio. While demonstrations may not always be possible, the use of photos, video, works in progress, and other methods can be used. Jurors do not use this information in selection.

**F. Workspace:** Commercial storefronts and/or showrooms that are regularly open to the public during business hours are not eligible to participate in ARTrails. Include approximate size and relationship of studio to your home (e.g. is your studio a separate building or a part of your living space). In addition to your studio, will there be other areas set up for exhibition? Is there sufficient area for parking and will your neighbors be affected? If we anticipate a problem with the physical setting, we may need to review it with you before the jury process. Jurors do not use this information in selection.

**G. Studio:** It is essential that roads to your studio be accessible with no difficult parking restrictions, that your neighbors are willing to cooperate with large numbers of visitors, and if you reside or work in a Planned Unit Development (PUD), that your rules and regulations (CC&Rs) allow for your participation. Studios should be prepared to handle the traffic and parking of about 100-200 visitors per weekend; about 10-20 at any given time. ARTrails recognizes that studios come in all shapes and sizes. Your studio information is used only in determining safety and accessibility.

- There is on-site parking for approximately \_                      cars.
  
- Check here if your studio is wheelchair accessible. If yes, a wheelchair symbol is included in your listing. This is NOT a requirement for participation. To be accessible, doorways must be 36 inches wide and there should not be steps or other obstacles outside or inside the studio.



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**Checklist:** You must also include/submit the following items with your application:

**Submitting in person:**

- 2012 completed prospective ARTrails Open Studios Artist Application Sections A-G
- 2012 ARTrails Agreement Form signed
- Description Sheet (1 per media category)
- S.A.S.E if submitting your application and images in person for returning your CD of images
- Application Fee
- Six images representing a focused body of work, or 12 if applying for a second media category
- Photograph of your studio (1 image)
- Street map indicating your studio location (1 image)

**Submitting via e mail/online:**

**Submit the following via e mail to:** [ARTrailsjury2012@artscouncilsc.com](mailto:ARTrailsjury2012@artscouncilsc.com)

- 2012 completed prospective ARTrails Open Studios Artist Application Sections A-G
- 2012 ARTrails Agreement Form signed
- Description Sheet (1 per media category)
- Application Fee

**Submit the following online to:** [https://rmgraphics.info/page5/artrails\\_uploads-new.php](https://rmgraphics.info/page5/artrails_uploads-new.php)

**Passphrase: letmein**

- Six images representing a focused body of work, or 12 if applying for a second media category
- Photograph of your studio (1 image)
- Street map indicating your studio location (1 image)

**Please review your application carefully before submitting and read the image submission and label hierarchy. Below is an overview of important to help you label and submit your information. More detailed information may be found in the 2012 Prospective ARTrails Open Studios Artists FYI document.**

**Label each image file as follows:** last name-first name- and a number 1-6 (example: jones-jill-1.jpg). Images must be formatted as defined in the Image Submission document. Do not name your image files by the artwork title.

If you are applying for two media categories and are submitting twelve images, label the six images for the second media category as follows: last name-first name- and a number 1-6 b (example: jones-jill-1b.jpg). The letter "b" represents your second media category.

For the photograph of your studio, label the image as follows: last name-first name-studio (example: jones-jill-studio.jpg)

For the Street Map indicating your studio location, label the image as follows: last name-first name-map (example: jones-jill-map.jpg)

- If submitting in person** include a CD containing six (6) artwork images, or twelve if applying for two media categories.
- Via online** (except for the one piece of artwork for the jury), go to: [https://rmgraphics.info/page5/artrails\\_uploads-new.php](https://rmgraphics.info/page5/artrails_uploads-new.php) enter the passphrase **letmein**, and **follow the easy instructions to upload your artwork images, street map, and photograph of your studio. Only images are uploaded to this web site. Your 2012 ARTrails application and description sheet must be e mailed to:** [ARTrailsjury2012@artscouncilsc.com](mailto:ARTrailsjury2012@artscouncilsc.com)



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- Description sheet (1 per media category).  
A description sheet must accompany your CD of images to convey to the jurors the artwork details such as title, medium, size, and date created. Review the Image Submission document for more information on format. If submitting via e mail, attach the description sheet to the application and use the same label hierarchy: last name-first name- description (example: jones-jill-description.doc).
- S.A.S.E. if submitting your application in person  
Self-addressed, stamped envelope for the return of your CD with sufficient pre-paid postage and protection. Please note that all other application materials will not be returned.
- One original piece of artwork. Deliver to the Arts Council offices on Saturday, March 31, 11am-3pm.

**Application Fee:** Application processing fee for Arts Council of Sonoma County Members: \$25, Non-members: \$40. Include check or money order made out to ACSC or complete info below for Visa or MasterCard. If you are submitting for a second media category, remember to include an additional \$10.

Payment Type:

- Check (payable to the Arts Council of Sonoma County)-saves 1.90% processing fee!
- Credit Card
  - Visa
  - MasterCard

Credit Card Number: \_

Exp Date:     /

Name as it appears on credit card: \_

Your Signature: \_

Billing Address: \_

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**Thank you for your interest in ARTrails!**



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## 2012 ARTrails Agreement Form

*Sign and return this page with your application materials*

**I understand that my acceptance in ARTrails is provisional until December 31, 2012 and may be withdrawn prior to that date if I fail to comply with the ARTrails guidelines and regulations.**

Signature: \_

Date: \_

### **Policies and Procedures Agreement**

I have read and agree to the ARTrails Mission Statement, Governance and Reproduction Policy. I have read and agree to abide by the 2012 ARTrails Guidelines and Policies. I understand that my signature holds me responsible to abide by these guidelines, and failure to meet requirements will jeopardize my continued participation in ARTrails.

Name (Please Print): \_

Signature: \_

### **Hold Harmless Agreement**

I hereby agree to indemnify and hold the Arts Council of Sonoma County, its Board of Directors, employees, affiliates, sponsors, volunteers and the ARTrails Committee harmless against any claim, demands, damages, fees, costs, and actions of any kind asserted by or on behalf of any third persons(s) arising from my participation in the ARTrails 2012 Open Studios.

Signature: \_

Date: \_

***Thank you for your interest in participating in ARTrails 2012!***

*For your convenience the 2012 FYI ARTrails Guidelines and Policy are on the following pages.*



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2012 Application FYI

## 2012 ARTrails Guidelines & Policies

### DEFINITIONS

- **ARTrails:** A juried, self-guided open studio event, which is devoted to educating the public about the visual arts in Sonoma County. It does so by showcasing the art, creative processes, and working environments of professional Sonoma County artists who are juried into the program.
- **ARTrails Artist:** Defined as a person who has successfully juried into the ARTrails program. S/he must be a legal resident of Sonoma County and agree to follow the ARTrails policies, requirements, and responsibilities. (For brevity, references to ARTrails artists will be made as artist, unless there is a need to differentiate between non-ARTrails artists and ARTrails artists.)
- **Studio:** The place where the artist creates at least 80% of his or her work. It must be located in Sonoma County and be clean and safe for the public. It must provide an educational experience for the public. It must meet the requirements below.

### A. ELIGIBLE ARTWORK

1. All work exhibited in your studio must be of professional quality. ARTrails is intended to be a showcase for original artwork; your art must be consistent with that initially submitted for judging.
2. A sufficient quantity of work should be gallery ready (professional quality), i.e. framed, matted, mounted, or otherwise ready for the purchaser to hang or otherwise display.
3. The 1995 policy on Reproductions is to be adhered to. That policy states that: "a modest amount of artist's work offered for sale in the studio may be manufactured by others or commercially reproduced, if it is done strictly from the artist's original design and produced under the artist's supervision. **These works must be clearly labeled as commercial reproductions or manufactured items and should not exceed 20% of the overall inventory.** They may be offered to the public through the display of one example of each such work, with others available in drawers, bins, or stacks, so that the preponderance of work visible in each studio continues to be original art."
4. New Artwork (for returning artists only): You may show work in a new medium without re-jurying; however, this new work must not exceed 25% of your entire display, be in an approved ARTrails medium (refer to list of media) and be of high quality. This un-juried artwork will not be able to be added to your medium description in the catalog.
5. Goods/services other than those relating to your artwork may not be for sale and no unrelated manufactured or commercial goods shall be exhibited or sold.
6. Works of non-ARTrails artists may not be displayed or offered for sale. Any artist found promoting and/or selling non-ARTrails artists' work **will be dismissed from the program for one year and will be required to re-jury to return to the program.**

### B. STUDIOS

1. All studios must be open and the artist present during all four days of the event.
2. Artists must show in their own studios, with no non-ARTrails artists' work displayed. In situations where an ARTrails artist is showing in a shared studio space, s/he MUST agree not to allow non-ARTrails studio mates to exhibit during the event. Any artist caught promoting and/or selling non-ARTrails artists' work **will be dismissed from the program for one year and will be required to re-jury to return to the program.**
3. Retail, gallery, or any other commercial spaces must contain only the work of the ARTrails artist.



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## 2012 Application FYI

4. Presentation:
  - a. Basic standards of cleanliness and safety must be observed. Be sure to clearly mark steps and other areas that could present safety concerns. If you have pools or ponds you may wish to block those areas off or provide supervision. Please be conscientious about the fact that some visitors have allergies or fear of pets.
  - b. Your display or exhibit should be professionally handled with attention to clear, clean and uncluttered presentation.
5. Education: **ARTrails is an educational program allowing the public into your workspace.** Your workplace should retain the atmosphere of art making. Educating the public to the processes, materials, and tools used in your work must be a part of your open studio. While demonstrations may not be possible, the use of photos, video, works-in-progress, and other methods can be very effective. Mentors are available for assistance.
6. Be prepared to handle the traffic and parking of about 100-200 visitors per weekend and about 10-20 at any given time.

### C. ARTRAILS SIGNS

1. Post sufficient signage to assist visitors, keeping in mind that many are coming from outside Sonoma County. Signs should be prominently and prolifically displayed, far enough from the studio to attract passing attention and close enough to guide the visitor directly to your door. Artists living in proximity should collaborate on signage. Please don't post signs on city property and get permission of property owners to place signs on private property.
2. Signs must be removed between ARTrails weekends and promptly (by Monday noon) after the final day. **Failure to comply with this regulation will result in a fine of \$25 per artist, per sign, per day for signs left posted on city or county roads or on private property, and \$100 per day, per sign, per artist for signs left posted along a state highway.** For shared signs these penalties will be administered to each artist whose studio is listed on a sign that is out of compliance. Any fines must be paid in full before you will be allowed to participate in the following year's ARTrails event.
3. Participating ARTrails artists have the right to use the ARTrails logo, displayed at their studios and mention themselves as ARTrails members at exhibits and in personal promotion for the duration of their yearly membership. Such identification will promote both the artist and the program. ARTrails signs however, should only be used during the Open Studios.

### D. PROGRAM REQUIREMENTS

1. NEW ARTrails Artists:
  - a. **must** attend the mandatory Orientation Meeting on Tuesday, April 24, 2012 at the Arts Council offices from 6pm-8:30pm.
  - b. is provisional for the first year.
2. It is the responsibility of the artist to collect sales tax and report this to the State Board of Equalization. It is required that you secure a resale license, and it is strongly recommended that you have liability insurance added to your homeowner's policy for the duration of the two weekends.
3. ARTrails is a participatory program requiring that each artist work a minimum of 10 hours in a support capacity. Artists who do not fulfill work hours and who have not made prior arrangements with the ARTrails Committee/Program Manager will be billed at the opt-out rate.



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The opt out rate is available for returning ARTrails artists although most prefer to contribute their 10 work team hours. Work in some categories may be fulfilled year-round.

4. Protect the privacy of ARTrails members by not using their email addresses for business, political, or solicitation purposes.
5. ARTrails holds a Preview Exhibit and reception during the open studios. **Each artist is required to exhibit an original, recent piece that is available for purchase** in this well-attended preview to the studio tours. Size limits (625 sq. inches including frame for 2D works or reasonable equivalent depth and width for 3D, not to exceed 50 lbs.) will be enforced due to limited gallery space. Your piece should reflect the quality of your work and be representative of what visitors will find at your studio.
6. You must agree to fill out and return the Artist Evaluation Form. It is included in your artist packet during take-in for the ARTrails Preview Exhibit. The Artist Evaluation helps us determine the number of visitors and revenue. **Failure to return the Artist Evaluation by the stated deadline will result in a one-year suspension from ARTrails, after which point you will be required to re-jury into the program.**
7. Artists who have been members of ARTrails for at least two years may elect to take a one-year "leave," returning to active membership without being re-juried. Artists on leave beyond one year successively will be removed from the program and will need to re-apply as a new artist. Membership in the Arts Council must be maintained to retain active membership status. It is the artist's responsibility to notify the Arts Council in January of their intention to return to the program.
8. In case of an emergency, you must report a problem to the Program Manager immediately. If your call goes to voicemail, leave a message and include contact information. Notify the nearest ARTrails neighbor so they can notify visitors; post a clear explanation at your studio. **It is important to have a backup plan and someone who can fill in should an emergency arise. It is imperative that your studio remain open if at all possible.**
9. To monitor compliance with the Guidelines and to provide feedback for artists, ACSC Board Members and staff will be assigned a list of studios to visit. ACSC visitors will introduce themselves to the artist when visiting. A simple checklist and commentary will be completed for each studio. Any problems will be referred to the ARTrails Committee for resolution with the artists. This procedure is meant to be engaging and helpful, rather than punitive.

#### **E. CATALOG AND PUBLICITY**

1. Upon acceptance, artists will submit high-resolution images for publicity purposes. All artists should update their publicity images/info yearly. Images of artists at work or interacting with visitors are often best. Photographs should be labeled with name, address, and phone number, as well as title, medium, and size of work if applicable.
2. Each artist is allotted 50 color catalogs for distribution at your studio. Additional catalogs will be bulk-mailed free of charge if you provide a mailing list (in Excel or other compatible spreadsheet program). If you need your list put into one of these formats, the Arts Council can do so for a fee of \$25 per 100 names. For bulk mailing, all individual addresses are combined into a single ARTrails mailing list, so it is recommended that you keep a copy of your own list. Please be aware that the catalog mailing list you submit can be used for any and all ARTrails purposes.

**All deadlines are ABSOLUTE.** Failure to meet deadlines could result in the artist being placed on a one-year leave of absence from the program. No artist may open his/her studio without first signing and returning the included Policies and Procedures Agreement and Hold Harmless Agreement (due with application materials).



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## 2012 Application FYI

### 2012 Mission Statement, Governance, Reproduction Policy

#### ARTrails Mission Statement

ARTrails is the Sonoma County open studio program presented by the Arts Council of Sonoma County. This annual self-guided tour of artists' studios provides a unique opportunity for the public to meet artists in their working environments, learn about their processes, and purchase fine arts and crafts. The program is intended for established and emerging artists who are actively producing high-quality work meeting the program's selection criteria.

The program provides an educational experience for all ages, fostering an interest in and a greater understanding of the artistic process. ARTrails promotes recognition that the arts are a significant component of Sonoma County and contribute to the public awareness about the quality and diversity of art created in our community.

ARTrails helps to support artists by promoting a venue in which artists can exhibit and sell their work.

#### ARTrails Governance

The Arts Council of Sonoma County is a nonprofit community benefit organization designated by the California Arts Council as the state local partner and the Sonoma County Board of Supervisors to represent artists and art organizations of all disciplines through advocacy, collaborative programs and re granting. The Arts Council works to make the arts visible and accessible for residents and visitors to Sonoma County. ARTrails is a discipline specific program of the Arts Council that unites juried visual artists together through the ARTrails Open Studios program.

The Board of Directors of the Arts Council of Sonoma County governs ARTrails. The ARTrails Committee is a policy-initiating and advisory body composed of members of the Board of Directors and six artist representatives selected by ARTrails members to serve offset, three-year terms. The ARTrails Committee takes recommendations for policy initiatives to the Board of Directors for approval and assists the ARTrails Visual Arts Program Manager in overseeing the program.

#### ARTrails Reproduction Policy

The overriding purpose of ARTrails remains to bring original artwork before the public. However, a modest amount of work offered for sale in the studios may be manufactured by others or commercially reproduced, if it is done strictly from the artist's original design and produced under the artist's supervision. **These works must be clearly labeled as commercial reproductions or manufactured items and should not exceed 20% of the overall inventory.** They may be offered to the public through the display of one example of each such work, with others available in drawers, bins, or stacks, so that the preponderance of work visible in each studio continues to be original art. All artworks, including reproductions, must be professionally presented. The program is not open to commercial agents or dealers.

*NOTE: The majority of work exhibited must be in the category in which the artist was juried into ARTrails. Work in other media categories should not exceed 25%. Artists must apply and be juried into other categories in order to switch or exhibit other media more predominately.*

Education is a major component of our mission. Artists should demonstrate their processes and techniques, display the tools of their craft, show step-by-step examples of their art, or in some manner actively seek to educate the public about their work. This will also enhance sales. With regard to the reproduction policy, a display conveying how the artist interfaces with an industrial process featuring the artist, as designer, would be very positive.



2012 Application FYI

### Image Submission for Jury

Selection for admission into ARTrails will be made upon review of the six images and the one original piece that you submit. It is very important that you submit high quality images representing your best work created within the last 2 years. Artist identities are not disclosed to jurors. Selections are based solely on submitted digital images and original piece. Please consider the following when making your selections:

- Do your images reflect a consistent body and style of work? Is there a similarity in style, theme or treatment of visual elements? Does your work look like the same person created all of it?
- Is the technical proficiency consistent in your images? Are the finished pieces unique works of art, reflecting originality and individuality?
- Is the quality of the images good? Are the images difficult to see or distorted? Do your images have washed out colors, shadows, or glare? Do your images contain distracting elements such as fingers, chairs used to prop up work, etc.?
- You may want to consider having photos taken by a professional photographer who specializes in this area if you are unsure of how to take quality images of your work.

**Digital Images:** Please note that the Arts Council does not provide assistance on how to create file formats for images. See below for details. **Images formatted and/or named incorrectly will not be considered by the jury.** The images you provide for jurying will not be print quality. If you are accepted, the Arts Council will require a high-resolution image for the catalog. You must submit your six images on a CD labeled with your first & last name and the media category of the work. Do not include any other images on this CD. The files should be labeled with your last name-first name and numbers 1-6.

- File Type:** .JPG
- File Size:** 72 dpi, maximum dimensions 10"x10", maximum pixels 720x720, suggested Photoshop quality (if applicable) of 10.
- Filename:** Your name (Last-First-) followed by the image number.jpg  
Do not use any quotes ("), slashes (/), or periods (.) other than the separation between filename & the filename extension. Use alphabetical-numeric only.  
Dashes (-) are acceptable as are underscores ( \_ )
- Filename Extension:**  
The filename MUST have the .jpg extension.  
MAC users, please make sure your files show this extension when listed.
- Example:** Smith-Jill-1.jpg, Smith-Jill-2.jpg, Smith-Jill-3.jpg

**\*Again, please note that images formatted and/or named incorrectly will not be considered by the jury.**

**Description Sheet:** A description sheet must accompany your application whether submitting your application via e mail/ online or in person. Save the document with the same label format as you are using on all other images. Label the document last name-first name-description (example: smith-jill-description.doc) See below for an example description sheet. Two copies MUST be provided and include the following elements:

- Last name, first name in the upper right corner
- Image Filename and corresponding title, medium, dimensions, date

| Image Filename   | Title      | Medium        | Dimensions             | Date |
|------------------|------------|---------------|------------------------|------|
| Smith-Jill-1.jpg | Sunset     | oil on panel  | 5" length x 7" width   | 2011 |
| Smith-Jill-2.jpg | Apparition | oil on canvas | 30" length x 40" width | 2009 |



A Program of the Arts Council of Sonoma County

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2012 Application FYI

## Media Categories Descriptions

|                    |  |
|--------------------|--|
| <b>Ceramics</b>    | Original clay and porcelain work only. Can be functional or sculptural. No machine made or commercially mass produced work, no ceramic green-ware.   |
| <b>Digital Art</b> | Images made with the assistance of computers.  |
| <b>Drawing</b>     | Works created using dry media including chalk, charcoal, pastels, pencil, wax, crayons, etc. or from fluid media such as inks and washes applied by pen or brush.  |
| <b>Fiber Arts</b>  | Includes, but is not limited to: leather, weaving, clothing. No pre-manufactured wearable items, regardless of additional modification or enhancement by the artist.   |
| <b>Furniture</b>   | Original work created as furniture in any media. No purchased wood furniture regardless of additional modification or enhancement by the artist.   |
| <b>Glass</b>       | Hand blown, fused, slumped, and stained glass. No pre-manufactured items, regardless of additional modification or enhancement by the artist.  |
| <b>Jewelry</b>     | Handmade jewelry using precious or non-precious materials. All jewelry displayed must have been juried in the jewelry category. Work can not contain more than 15% commercially available findings or materials not made by the artist. This includes but is not limited to: beads, pearls, gemstones, metal parts such as neck chains and clasps. No work made solely of restrung beads and commercially available parts. |
| <b>Mixed Media</b> | Original work incorporating more than one material.  |
| <b>Painting</b>    | Original works from oils, acrylics, watercolors, pastels, etc.   |
| <b>Photography</b> | Photographic prints must be made from the artist's original.   |
| <b>Printmaking</b> | This category is for prints created by using a transfer process of producing original art, usually in multiples. An image is created on a surface other than paper, for transfer to paper or other material.   |
| <b>Sculpture</b>   | Original non-functional work of any material.  |
| <b>Woodworking</b> | All original work in wood that is hand-tooled, machine worked, turned, or carved.  |

## Jury Process

### Program Mission

The ARTrails mission states that ARTrails is intended for established and emerging artists who are actively producing high quality work meeting the program's selection criteria. A panel of 7 jurors determines which bodies of work meet the program's criteria.

Why is ARTrails juried? Visitors continue to report that "quality of the art" is a major reason for attending ARTrails. Quality is the reason attendance continues to grow. Maintaining quality is important to attract proficient artists to the program as well as art patrons.

5409 Snyder Lane, Rohnert Park CA 94928 | Mail: Box 14296, Santa Rosa CA 95402

Tel: 707.579.2787 (ARTS) | Fax: 707.588.3430 | [www.artrails.org](http://www.artrails.org)

[www.artscouncilsc.com](http://www.artscouncilsc.com) | ArtsDaily: [www.sonomaarts.com](http://www.sonomaarts.com)



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## 2012 Application FYI

Please note that the jury process is not a critique and jurors do not provide feedback. To assist artists, the Arts Council of Sonoma County offers various professional education seminars for artists and provides information on workshops taught by local professional artists.

### **Selection Criteria**

Artist identities are not disclosed to jurors throughout the process. There are no quotas determining media or how many artists get selected. The jurors view six images and one original piece to determine if the body of work submitted meets this criteria:

1. The body of work must indicate a consistent technical proficiency with the medium and demonstrate understanding of formal elements of art.
2. The body of work must reflect a coherent individual style and originality.
3. Works assembled from prefabricated materials must reflect a creative element that is more than the sum of the parts.
4. The slides and submitted piece must demonstrate a level of professional presentation expected in a gallery setting.

It is important that you carefully choose your samples and have quality images. Samples submitted should have been created within the last two years and represent artwork visitors will find in your studio. You will submit a description of the processes used to create your work and jurors may refer to this during the selection process.

### **Jury**

Each year, a seven-person jury is selected, comprised of art professionals from different segments of the field. Four jurors come from outside of Sonoma County with backgrounds such as professional artists, art instructors, gallery directors, or curators. Two jurors are qualified ARTrails artists who have been in the program for at least 3 years; and one juror from within Sonoma County is an art professional who is not a member of ARTrails. Jurors represent a wide range of knowledge of fine arts and crafts. The Arts Council Board and Staff do not participate in determining which submissions meet the program's criteria.