

**2018 KIRKLAND ARTIST STUDIO TOUR**

Presented by Kirkland Arts Center

**ARTIST GUIDE**

*Established in 2004 the Kirkland Artists Studio Tour (KAST or "Tour") is organizing its fourteenth annual tour, scheduled for May 13 and 14, 2017. Kirkland Artists Studio Tour is a free, self-directed artists' studio tour whereby the public is invited to enter artist workplaces to view art and make purchases.*

## **ARTIST GUIDELINES**

- Studio tour locations are strictly limited to the Kirkland area.
- Artists who do not have a studio within Kirkland will be placed at a local gallery or at another artist's studio.
- All Tour locations remain open with artists present on May 12 & 13 from 10AM - 6PM
- Artists are responsible for collecting and remitting sales tax on all sales.
- Artists are responsible for insuring their studios for this event.
- Artists are responsible for distributing at least 100 KAST Marketing Materials before the event.
- The Application and Release Forms must be filled out completely and submitted to Kirkland Arts Center by **February 28th, 2018**. If submitted after this date, February 28, 2018, a \$50 fee will be applied. No applications will be accepted after March 7<sup>th</sup>, 2018.
- 3-5 digital images (300 dpi) of artist work must be submitted via the application for promotional use and advertising.
- KAST artists must contribute a minimum \$175 for early birds, \$200 for regular submission as an application fee. If you are interested in donating to support Kirkland Arts Center, please contact Geneva Baldauf at [gbaldauf@kirklandartscenter.org](mailto:gbaldauf@kirklandartscenter.org) or 425.822.7161 x 105.
- Communication among artists and Kirkland Arts Center will be primarily via email so **all artists must have a working email address.**

## **ARTWORK GUIDELINES**

In order to ensure the success of the Studio Tour, Kirkland Arts Center has established the following guidelines:

- All work submitted for jury and sold during KAST must be original artwork, of professional quality, and appropriate for all audiences. Works may not be produced from commercial kits or prefabricated forms. Second hand items and imports are not accepted.
- All applicants **must** submit an application for 2018, and include digital images of the work for inclusion in promotional materials. New artists to KAST will be juried for acceptance into the Tour. After acceptance, artists are subject to re-jury every 2 years to ensure the standard of work is maintained. New applicants will be notified by KAC staff of their acceptance into KAST 2018. If not accepted, artists will receive a full refund less a \$75 administration fee.

## **KAST GUIDELINES & RECOMMENDATIONS**

- Artists are ultimately responsible for finding their own space to show, but KAC is happy to provide introductions and assistance in finding a space. KAC will help coordinate the placement of new artists and provide networking opportunities for 2018 KAST participants. Studios have more visitors when there is more than one artist showing.
- Artists are greatly encouraged to provide demonstrations of their artistic process while open to the public during KAST. For promotional reasons, please notify Geneva Baldauf of the times at which these demonstrations will begin.

- If not actually creating art during the Tour, it is highly recommended that each studio has an actual art production area (materials and tools displayed, half finished works, etc.) open to the public (besides the art, this is what the public comes to see).
- Studio spaces must be suitable for showing work and welcoming visitors: appropriate lighting, sufficient space for art to be displayed in a presentable manner, and room for visitors to move around comfortably, etc.
- Parking should be considered and space for parking should be available for visitors.

**As a KAST participant, you will receive:**

- Listing by name and studio location, with color image in the official KAST brochure
- Listing by name, with Bio and images of your work on KAC website
- Link from KAC/KAST website to personal website, if appropriate
- KAST publicity (street banners, print and online advertising, email announcements, KAC newsletter and catalog, and more.)
- Thousands of brochures mailed out locally
- Exterior signage to guide guests to your studio
- Artist management, support, and communication through Kirkland Arts Center

**If you have any questions, ideas, or concerns relating to KAST, please email Geneva at [gbaldauf@kirklandartscenter.org](mailto:gbaldauf@kirklandartscenter.org). 425.822.7161 x 105**