

# COMMUNITY **ARTS** PARTNERSHIP

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## **2020-2021 Greater Ithaca Art Trail** **New Members**

**Guidelines & Agreements** (*pages 1 - 3*)  
**What to Submit** (*page 4 - 6*)  
**Application Form** (*pages 7 - 8*)

### **NEXT SEASON:**

July 2020 through June 2021

### **OPEN STUDIOS:**

October 10-11 & 17-18, 2020 / 11am to 5pm

### **\*\* NEW THIS YEAR \*\*:**

If an artist does not have an accessible studio, there is an option to set up for the Open Studio weekends in a business such a winery or brewery, inn or library. CAP is currently seeking possible locations.

### **APPLICATION MATERIALS DUE:**

**March 6, 2020**

### **ANNUAL FEE:**

\$299

### **ABOUT THE GREATER ITHACA ART TRAIL:**

The trail is a juried collection of over 40 artists in or near Tompkins County.

The public can visit the artists:

- \* Anytime by appointment
- \* On monthly First Saturdays (optional for artists)
- \* And on two Open Studio Weekends on October 10-11 & 17-18.

A month long Group Exhibit at the CAP ArtSpace in October features a piece by each artist with a Friday, October 2<sup>nd</sup> Gallery Night reception.

The Art Trail, now in its 21st year, is designed to:

- Create a strong community of artists with commercial & educational benefits.
- Invite visitors to tour the studios of local artists to view art along with the art making process; and to discuss artwork with the artists who create it.
- Improve the income of and/or opportunities for area artists & contribute culturally and financially to the local community; increased tourism. Being on the Trail brings artists an enormous amount of exposure. CAP values the amount of publicity that each artist receives at \$28,000 a year. Artists have the opportunity to make sales, connections, commissions, receive offers for shows, and more.

## ANNUAL PROMOTION:

- **Brochure** - 25,000 distributed regionally through two distribution companies.
- **ArtTrail.com**
- **Additional:** social media, radio ads, print and on-line ads, mass e-mails, calendar listings, Cinemapolis screen, Cayuga Wine Trail, brochure distribution, and more.

## ARTIST MEMBERSHIP:

- The Art Trail is **juried**. New applicants will be notified by March 15<sup>th</sup> as to acceptance or non-acceptance. If not accepted, the fee will be returned immediately.
- The Art Trail is for fine and functional artists residing in or near Tompkins County.
- Artists that are accepted must show work that is considered art of high caliber. Art must be of original design, reflect the artist's unique vision, be well-conceived and of professional quality. Applications will be juried in accordance with the standards established by an art trail committee.
- The annual fee applies to one artist. If two artists share a space but do separate work, each artist must join separately in order to be listed as part of the Trail. (See MaryAnn & Stan Bowman in current brochure/web.) However, if two artists collaborate and their body of work is created by both, they can join with one fee. (See Raven Barn Studio).
- If an artist shares a studio space with other artists who are not on the Trail, that's okay. The publicity will be directed to just the Art Trail artist. However, Art Trail artists agree not to bring artists who aren't on the trail into their studio for Open Studios Weekends, or sell work by artists not on the trail.

## THREE MEMBERSHIP OPTIONS:

- **Artist is open on both Open Studio Weekends.**
- **Artist is on the Trail but chooses not to be open on either Open Studio Weekends.** This option works for artists who wish to be part of the promotion, brochure, website, First Saturday events, and the Group Exhibit but cannot be open on the two Open Studio Weekends. Please note: It is not an option to be open one weekend and not the other.
- **Artist is on the Trail, but doesn't have a viable studio and/or would like to set up in a business for both Open Studio Weekends.** We are seeking business such as wineries, breweries, cider houses, libraries, bookstores and the like to see if they would like to host an artist for the two Open Studio weekends. (The business gets Art Trail publicity, the Art Trail gets something new to promote, more artists have the opportunity to be on the Trail, AND the business will contribute to the promotion of the Art Trail.) Once applications are in for the Trail, we'll be in touch to work with the artist to choose a location for them.

## **ARTIST AGREEMENTS:**

### **BE IN STUDIO:**

If artists commit to being open on Open Studios or First Saturdays, artist **MUST be open and present.**

### **EMERGENCIES:**

If an emergency arises, artists must find someone to represent them during these times (i.e. family members, another artist). It is vitally important that visitors not travel great distances to closed studios, as their experience of an unexpected closing affects the integrity of the entire trail event. The application certification confirms this agreement between the artist and the Community Arts Partnership. Having said that, if it is a truly dire emergency, (i.e. death, fire, severe illness, sudden move out of state), artists must inform CAP so that they can make arrangements such as closed signage on your property, notification to all other art trail artists, website updated, etc. It is crucial that artists understand their commitment. It is not flexible.

### **SIGNAGE:**

Artists agree to put up enough signage for Open Studio Weekends or First Saturdays so that visitors can easily find your studio. CAP provides signs and instructions.

### **ENVIRONMENT:**

Artists are expected to present a safe and tidy environment and clean to the point where visitors can easily walk and have a safe visit. If other areas of your home are visible from your studio (i.e. kitchen, entryway, porch), it is expected that that portion of your house also be clean and tidy. Your bathroom should be clean and ready for visitors; you may need to put out salt on snowy sidewalks, clear outdoor paths, etc.

### **ARTIST DOES THEIR OWN PUBLICITY:**

Artists on the Art Trail are expected to contribute to the publicity of the Open Studio weekends and First Saturdays via whatever means are at their disposal, i.e. facebook, Instagram, e-mails, website, e-news. Some artists pay for promotion (and usually see results!). CAP will provide creating ideas, narrative, images and instructions. Artist must follow the instructions with regard to including Art Trail web address and hashtag.

### **SNACKS:**

It is nice if artists can put out **snacks** for visitors, but these snacks must comply with health department regulations. Anything that needs to be continually heated or cooled cannot be served, nor can you serve alcohol. Most artists put out cookies, or cheese/crackers and something to drink. This is optional but nice.

### **CAP and ARTIST COMMUNICATIONS:**

It is expected that artists check their e-mail at least 3 times a week from July through October and reply in a timely manner to CAP requests. If artists do not check e-mail regularly, CAP must be provided with an e-mail for someone to pass messages on to you.

### **CAP INSTRUCTION COMPLIANCE:**

Artists must agree to follow CAP's instructions for events. For example, artist must put out provided mailing lists for open studio weekends for visitors to sign, and return them to CAP by October 29th. Artists must also answer a survey sent by CAP after the weekends. The survey asks how many visitors that artists had (total for each weekend) and how much money was earned through sales and probable commissions. As you will see from the "2019 Art Trail Statistics," that information is presented as totals and percentages. This information is needed for our County funders.

# What to Submit by March 6

## 1. ANNUAL FEE - online or by check:

- \$299 (preferred), or in two installments, \$151 by March 6, and \$148 by Sept. 1.
- *Via Credit Card at [www.artspartner.org/give](http://www.artspartner.org/give). By Check made out to “CAP”, mailing address above.*

## 2. APPLICATION FORM - return via attachment as .doc or .pdf:

- Page 7-9 of this document.
- *Preferred: Type responses and return via e-mail attachment as a .doc. If you cannot do .doc, send as .pdf.*

## 3. SEND ONE E-MAIL to [programs@artspartner.org](mailto:programs@artspartner.org) WITH required brochure and website text, location info, and your image list.

- *See page 5 for instructions, and see page 6 for a sample e-mail.*
- *Send in the Body of an E-mail (Not as an attachment)*

### **Please note: INSTRUCTIONS FOR LABELING IMAGES:**

For Art Images: SmithFlowers.tif (your last name, word from title)

For Other: SmithHeadShot.jpg, SmithStudio.jpg, SmithPublicity.jpg

## 4. SEND 8 ART IMAGES

- *Send via e-mail, dropbox, google, etc. You can send as an attachment to an e-mail but please do not “insert” image into the body of an e-mail (in which case I won’t know the name of the image or be able to match it to your image list.)*
- If accepted, an image will be chosen for brochure & 4 for ArtTrail.com
- Please send quality images. An ideal size is at least 2,500 on the tall side of the image. Can be .jpg or .tif. Poor quality images (too small, too dark, blurry, have reflections, need cropping, are crooked, etc.) cannot be used. If images are not suitable for publication, artist will be given a brief period of time to resubmit.

## 5. STUDIO and PORTRAIT IMAGE

- Please provide a headshot for ArtTrail.com (see artist portfolio pages. A close up is best. Suggestion - look friendly - you want people to visit you!
- Please provide a shot of your studio - it can be the interior or exterior - whichever you think is most inviting (not applicable if CAP is choosing a location for you.)

## 6. OPTIONAL IMAGES

We always need great images for publicity - both print and on-line. Send anything you think we might be able to use!

# Instructions for #3

**SEND ONE E-MAIL to [programs@artspartner.org](mailto:programs@artspartner.org) WITH required brochure and website text, location info, and your image list.**

## Brochure Statement Guidelines

- *30 word max, write in first person.*
- I like statements that tell folks where they are going and what they'll see when they get there. Here's a nice example that describes the artist's work & studio and gives folks a taste of what their visit will be like - all in 29 words! (Download the current brochure for more samples.) *My studio and home are in a beautifully renovated 19th century barn. Come tour the barn, watch demonstrations and see woodcarvings and masks representing mysteries beyond the visible world.*

## Website Biographical Paragraph Guidelines

- *Write in first person, no more than 250 words.*
- We are not looking for a traditional academic artist statement, or a resume style narrative. We believe that visitors connect with you as a person. Write about how you became or evolved as an artist. Here's a nice example at 137 words: *I am a former teacher and never intended to become a potter. But about 30 years ago, I broke my shoulder and as a way of encouraging me to use rotary motion, a physician suggested that I wash dishes as a form of physical therapy. At the time, my husband and I were raising three small children in NY City, and, frankly, I felt like all I did was wash dishes. So I registered in a ceramic class instead. I took to the process almost immediately. At first, I just played at making objects, but eventually, I developed my own designs. Today, nearly 25 years later, and at age 71, I work five days a week in my studio to produce my tableware.*

## Website Studio Location Details Guidelines

- This is language from how to get to your studio from the nearest main road. You don't have to write anything if your location and studio is obvious from the road. Here are examples: *My house is in a development that is hard to see on the map. Once you enter via Cayuga Drive off Route 34B, my street (Lake View Drive), is the third left turn. OR I'm the third house on the right - gray with white shutters. My studio is in the back of the house. Go around back.*

## List of Images: Guidelines

- Provide a list of your images that corresponds with the images you have provided (noting the label instructions on page 4.)
- Please use this format EXACTLY and provide "Title," medium, size, date. No bold, no italics. Notice where the commas are in relation to the quote marks.

BealeHighway.tif

"Highway 50," oil on canvas, 11" x 13", 2008

# Sample e-mail for submitting #3

## **Brochure Statement**

My studio is in our blue barn in the village of Trumansburg. Come see my paintings of ordinary things that I find extraordinary to paint.

## **Bio for Website**

My studio is in the top of our blue barn in the village of Trumansburg. I'm drawn to things that may seem ordinary, but because of lighting or color or shape I find them exciting to paint. I believe that any subject matter can make an interesting painting.

After spending most of my adult life in Madison, Wisconsin, I have recently moved back to New York State to be near family. I am seeing the Finger Lakes area with fresh eyes and I'm anxious to paint from the many sources of inspiration here.

My art is representational and I paint primarily in watercolor and acrylic. I love the contrast of working with each medium—the smooth flow of the watercolor brush on paper—the impulsive dabs of solid color of acrylic on canvas. I have been creating art all my life but didn't work in watercolor until my children were young. I fell in love with the medium and painted almost exclusively in it until forced to use acrylic for a specific project. Then I discovered the upside to that medium as well—I can paint larger and make more changes than watercolor. Bringing a painting to life from a stark white sheet of paper or canvas is a source of real joy for me.

## **Location Details**

(none needed)

## **List of Images**

ArmstrongCherries.tif

“Cherries,” watercolor, 22” x 22”, 2013

ArmstrongSun.tiff

“Sun Through The Trees,” watercolor, 22” x 22”, 2013

*(and 6 more.)*

## **Additional:**

ArmstrongPortrait.jpg

ArmstrongStudio.jpg

ArmstrongPublicity.jpg

ArmstrongPublicity.jpg

# ART TRAIL APPLICATION FORM

Due March 6, 2020

*Your signature on this form asks you to agree to all terms and conditions in pages 1 - 6 of this document.*

## 1. Contact Information:

**The information you write here will appear in the brochure and on the website.**

Suggestion: If you don't check your e-mail at least once a day, you might consider not including it. That way, people will call you if they want to make an appointment to visit.

Your Name:

Business Name, if any:

Studio Address (with city and zip):

*(Leave blank if we are choosing a location for you)*

Phone (for visitors to make appointments):

E-mail:

Website:

## 2. Pick one of three membership options:

My studio will be open on both Open Studio Weekends (October 10, 11 and 17, 18, 11 to 5).

I would like to join the Art Trail but will not be open on either Open Studio Weekend.

I would like to join the Art Trail but need a location for both of the Open Studio Weekends.

## 3. Which will visitors see during your open hours?

My art work and the studio where I create the work.

My art work. My studio is not available.

## 4. If your home address is different from above, please provide (for CAP records only)

## 5. Let us know if you have an affiliation with Cornell, IC, Ithaca HS, or other regional colleges,

*This is for press releases to newsletters such as the Cornell staff newspaper. Example: "I am a Cornell University professor emeritus and taught physics from 1978 to 2009" Or "I received an MFA from Cornell."*

## 6. The Artist Portfolio page at ArtTrail.com has categories.

*Indicate the ones that most closely corresponds with the work you currently have to show in your studio. (You can circle them, or just delete the ones that do not apply.) Note: Printmaking" does not refer to reproductions of original work but to etchings, monoprints, and the like.*

**Painting**

**Photography Digital**

**Drawing**

**Printmaking Collage**

**Sculpture**

**Mixed Media Fiber**

**Ceramics**

**Functional Art**

*(For artists that wish CAP to find an Open Studio Weekend location for them, you can leave #7 to #10 blank)*

**7. If you currently share a studio space with other artists, please describe who and how:**

**8. If you have year-round regular studio hours where you are guaranteed open, what are those hours? (Only one current art trail artist has regular studio hours - this is not an expectation.)**

**9. Briefly describe your studio and how visitors access it during Open Studios (for CAP use only)**

*Sample: "My pottery studio is a separate room in my house on the main floor." Or "I have a separate studio behind my house." Or "I'll be setting up on my living room."*

**10. Provide accurate accessibility information - provided to visitors if they request this info.**

- a. Is your studio wheelchair accessible, i.e. a ramp or no steps
- b. How many stairs lead to your studio?
- c. Let us know if your studio is a long walk from parking.

*Please read and sign. Typing your name is fine for a signature.*

**11. Certification and Agreement**

- a) I certify that I have read the attached "2020-2021 Greater Ithaca Art Trail Existing Art Trail Members Guidelines and Agreements" (pages 1 to 4 of this document). I understand and agree to all conditions, terms and expectations therein.
- b) I state that the information I have submitted on my application is true and correct. I understand that falsification of my application may result in disqualification from membership in the Greater Ithaca Art Trail (GIAT) and the forfeiture of any/all of the materials and fees pertaining to said program.
- c) I understand that if I cannot comply with the Guidelines and Agreements, I understand that I should not be in the Art Trail.
- d) I understand that my participation in GIAT may be terminated at any time at the discretion of the Community Arts Partnership. Reasons for termination may include but are not limited to, not being in your studio on Open Studio weekends when promised, not (ever) returning phone calls or e-mails from the Community Arts Partnership, or in general, not cooperating with the rules of the program. Should my participation be terminated at the option of CAP or at the option of myself, I shall have no other recourse in equity or at law. I understand that in consideration of printing, advertising, and other materials requiring correction once my membership ends, CAP will retain my full fees as liquidated damages.
- e) All accepted images will be held as part of the GIAT database. All images must be released for reproduction in all media for GIAT (check with your photographer). I understand that if the digital images I send are not up to the standard requested, my submitted images may not be used.
- f) I understand that CAP is not carrying insurance to cover events that happen at my GIAT location to include injury, damage, or any other type of calamity. I agree to hold harmless CAP, its employees, officers, volunteers and directors from any and all claims, actions, demands or other proceedings for any actual or alleged injury to persons or damage to property for any reason whatsoever and/or arising out of any act or omission of myself, and my premises.

Signature (or type your name) of participating artist:

Date Signed:

*(If artists are applying as a team, both must sign)*