



# 2010/2011 Application for New Members

Community Arts Partnership,  
Center Ithaca PMB 107, 171 E. State St., Ithaca, NY 14850  
Robin Schwartz, Program Director  
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**Season:** June 2010 through May 2011

**Open Studio Weekends:** October 9-10 & 16-17, 2010  
11am to 5pm each day

**Application Due date:** *Monday, March 1, 2010*

**Fee:** \$450/year

*“Art Trail Benefits and Statistics”* is a separate document for you to read that can be found at the art trail page at [artspartner.org](http://artspartner.org).

## Your Application is submitted in two parts:

### Items to Mail or Deliver by March 1

1. Application
2. Fee
3. Map
4. CD with images, portrait and optional other images

### Items to send in one e-mail by March 1

1. Brochure Statement
2. Website Statement
3. Directions
4. Resume or Bio
5. Image List

# About the Art Trail

The Greater Ithaca Art Trail was created in 1999 by a group of 4 local artists. In 2001, the Trail became a program of the Community Arts Partnership (CAP), Tompkins County's arts council. The art trail consists of about 50 artists in (and very close to) Tompkins County who open their studios once a year on Open Studio weekends to the general public. Other events include the optional opportunity to take part in Art Trail group shows in July/August at the CAP ArtSpace and in October at the State of the Art Gallery. Art Trail artists are encouraged to use the trail to schedule other ancillary events (approved by CAP), such as additional Studio weekends.

## The Art Trail is designed to

- Create a stronger community of fine artists and craftspeople in the Ithaca area with **commercial and educational benefits**.
- Develop the greater Ithaca area as a viable center for the arts.
- Invite visitors to tour the studios of local artists **to view art along with their art making process; to discuss artwork with the artists who make it**.
- **To improve the income of area artists and to contribute financially to the local community through increased tourism.**

## Mainstays of the Art Trail

- The Art Trail annual **BROCHURE** is a full color directory of participating artists with contact information, a brief blurb, one image, and map showing studio locations.
- There is an active **WEBSITE**, [www.arttrail.com](http://www.arttrail.com) with a page highlighting each artist.

## Eligibility

- The Art Trail is for fine artists residing in or very near Tompkins County.
- The Art Trail is juried. Artists that are accepted must show work that is considered fine art of high caliber. It must be of original design, well conceived and of professional quality. The panel will likely make a distinction between work that is strictly craft or functional work with no fine art component or not original in design. For example, someone making Adirondack chairs in a traditional manner would not be considered for this program. Applications will be juried in accordance with the standards established by an art trail committee. If not accepted, the fee will be returned immediately.
- Artist must have an accessible working studio to visitors and must agree to the possibility of a scheduled studio visit by an art trail representative as part of the jury process. The artist must create their work at their studio. A store location or other location where your work is shown which does not also have your working studio in it cannot be a part of the Art Trail. Many artists set up work in main areas of their homes during Open Studio weekends if their studio is a bedroom (for example). Since the trail is educational for the visitor, artist must display work in progress or the tools of their trade is the studio is in an inaccessible part of their house.
- The annual fee applies to each individual artist, i.e. one artist, one fee. If two artists share a space but do different work, each artist must join separately in order for each to be listed on the brochure and website. (See Mary Ann and Stan Bowman in current brochure/web.) If two artists are collaborating on the same work and share a studio, they can join with one fee and will be listed with one listing and one image in the brochure and one page on the website. (See Elizabeth Wolff, Jim Nagel).
- **ARTISTS MUST BE IN THEIR STUDIOS DURING OPEN STUDIO WEEKENDS.** 2010 Open studio weekends are October 9, 10 and 16, 17, 11am to 5pm each day. Artists accepted into the trail **MUST** be in their studio on these days and times. If an emergency arises, artists must find someone to open their studios during these times. A closed studio affects the integrity of the entire trail event. It is vitally important that visitors not travel to closed studios. If it is determined that an artist isn't open

during the Open Studio weekends, the artist will be charged a \$75 fee and removed from the Art Trail. 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, you must inform CAP so that they can make arrangements so that the general public still believes in the trail's integrity.

### **CAP's Expectations for the Artists**

- Being in your studio for all hours and dates of the Open Studio weekends
- For Open Studio weekends, putting up enough signage so that visitors can easily find you
- Familiarizing yourself with the entire trail, specifically artists that are near you so that you can talk about the trail and make recommendations to your visitors.
- Checking e-mail at least twice a week from July through October
- Returning paperwork and e-mails in a timely manner
- Having a year-round professional outgoing phone message

## ***List of Items to Mail or Deliver by March 1***

***Mail: Community Arts Partnership, Center Ithaca PMB 107, 171 E. State St., Ithaca, NY 14850 / or Deliver: CAP Office (main food level Center Ithaca – near the pizza!)***

### **1. Completed Application**

**2. Fee - \$450** Checks are to “Community Arts Partnership”.

### **3. Current Art Trail Map showing your location**

On the existing brochure map, indicate your studio location with an arrow and dot. Be very careful to locate yourself exactly! If you are off our map, send another map and indicate your location.

### **4. Images on CD – please read these instructions carefully.**

#### **Naming Your Digital Images - very important.**

Name your image with your last name and one word from title. David Beale's “Highway 50” could be: ***BealeHighway.tiff***. His studio shot would be: ***BealeHeadShot.tiff***. Other optional images could be: ***BealeStudio.tiff***

#### **Eight to Ten Images of your work**

- Submit 8 - 10 images of recent work on CD. We'll use 4 but need more for the jury process.
- Images MUST be of the highest quality and clarity. Images should be 300 dpi or better. Save image as highest quality **TIFF**

#### **One website portrait - Requirement**

See ArtTrail.com for samples. Each artist has a picture of themselves for their webpage. Take a look at the arttrail.com home page. My favorite is Alex Solla taking colorful bowls out of the kiln.

#### **One PICTURE OF YOUR STUDIO for your web page - Optional**

This year we will add the option of having an image of your studio on your art trail page. Outside or inside - your choice - whatever you think will attract visitors.

#### **Pictures of your studio with visitors for publicity, covers and home page - Optional**

If you look at ArtTrail.com home page and brochure, you will see pictures of artists with visitors. I use great shots like these extensively for publicity.

# 2010/2011 Application

## **Brochure and Website**

Please provide the the information that will appear in the brochure and on the website. I recommend that you do not include your e-mail address on the brochure/website **unless you check it fairly often.**  
**PRINT VERY CLEARLY**

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

Business Name, if any: \_\_\_\_\_

Studio Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone (for visitors to make appointments) \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

**For CAP's use only :** If you have an e-mail or address that you did not list above, but would like CAP to use to reach you, please list it here. This will not appear anywhere on Art Trail materials.

How often do you generally check your e-mail? \_\_\_\_\_

## **Studio Hours**

Is your studio open by appt only? YES NO / Or do you have regular hours? YES NO

If yes, days and hours \_\_\_\_\_

## **Open Studio Weekends**

Do you foresee any problems with being in your studio during the Open Studio weekends?

## **Briefly describe your studio and how visitors access it on Open Studio weekends**

(use separate piece of paper or back of application). Sample: "My pottery studio is a separate room in my house on the main floor." OR "My painting studio is in a separate building behind my house. This is where visitors will come", "My watercolor studio is in my bedroom, but I will move my easel and work table to my living room, along with my work, for the studio weekends."

## **If you have an affiliation with Cornell or Ithaca College or other local professional**

**organization, please describe:** (i.e alumnus, alumna, staff, professor, emeritus, etc. Give details. This is for newsletters. This is especially important for Cornell and IC. )

## Application - page 2

### Circle your medium.

These are the 6 categories on the artist portfolio page on the website. You can circle up to 3.

**Painting**

**Drawing, Printmaking\*\*, Collage**

**Ceramics**

**Photography, Digital**

**Sculpture, Mixed Media, Fiber**

**Functional Art**

(\*Printmaking in this category does not refer to giclees & other reproductions of original work but to etchings, monoprints, relief prints and the like.)

### Certification and Agreement – initial each section, sign and date at bottom.

I certify that I have read this document carefully and that I understand and agree to all conditions.

\_\_\_\_\_ (Initial)

I state that the information I have submitted on my application is true and correct, and agree to allow a GIAT representative to visit my studio to determine viability. I understand that falsification of my application may result in disqualification from membership in GIAT and the forfeiture of any/all of the materials and fees pertaining to said program

\_\_\_\_\_

I understand that GIAT is a juried show and that I may not be accepted. If this is the case, my fee will be returned.

\_\_\_\_\_

If accepted, I agree to be in my studio for all dates and times of the open studio weekends and act as a representative of my own work. I understand the importance of being in my studio. If an emergency arises, if I am sick, or the like, I will make sure that my studio is staffed in my absence. If I can not comply with this point, I understand that I should not be in GIAT and that I may be removed from the art trail.

\_\_\_\_\_

If accepted, I understand that my participation in GIAT may be terminated at any time at the discretion of the Community Arts Partnership (“CAP”), without cause, and in writing. 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.

\_\_\_\_\_

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 have read the specifications for sending digital images and I understand that if the digital images I send are not up to the standard requested, my submitted images may not be used or sent back.

\_\_\_\_\_

I understand that I am required to ask visitors on Open Studio weekends to fill out a survey form. I promise to send those forms back to CAP immediately after the Open Studio weekends.

\_\_\_\_\_

I understand the difficulty of administering a program with 50 artists. I promise to respond to administration e-mails and requests for return of materials in a timely manner.

\_\_\_\_\_

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 of participating artist: \_\_\_\_\_ Date: \_\_\_\_\_

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

# *List of Items to E-mail by March 1*

*E-MAIL to [programs@artspartner.org](mailto:programs@artspartner.org)*

Please send everything in the *body of one e-mail (not as an attachment.)*

## **1. Brochure Statement**

- 30 word max. See current brochure for samples
- Write in first person
- If statements exceed limit, staff reserves the right to edit

*Advice: Most artist statements are written with other artists in mind or are for grant applications, competitions or art critics. If those statements are abstract, they may not be right for the Art Trail brochure and website. I recommend statements that entice the average person to want to come and see what you do! I like statements that tell you where you are going and what you will see when you get there. Deb Jones' brochure statement was a nice example:*

*"My studio and home are in a beautifully renovated 19<sup>th</sup> century barn. Come tour the barn, watch demonstrations and see woodcarvings and masks representing mysteries beyond the visible world."*

*Not all of you have special studios, but you get the idea. Deb describes her work and her studio and gives the visitor a taste of their visit – all in less than 29 words!*

## **2. Website Statement**

This is the statement at the top of your web page on ArtTrail.com. This statement can be the same as your brochure statement. There is a 60 word max so you can make it longer if you wish.

## **3. Written Directions to your Studio**

Look at [www.ArtTrail.com](http://www.ArtTrail.com) and you will see studio directions on each artist's page. Please write a paragraph to compliment the arrow pointing to your studio on the map. We will assume that visitors will find major roads; they will have an art trail map and they may have GPS. So your paragraph will give details FROM MAJOR ROADS and anything quirky about your house or street they might need to know.

*Examples: "Once you pass the cross section of Route 238 and 227 on the map, we are an additional 5.2 miles down Route 227. Our studio is in our house - green with white trim. The house number is over the front porch." OR "My house is in a development that is hard to see on the map. Once you enter via Cayuga Lake Drive off Route 34B, my street (Lake View Drive), is the third left turn. Then I am the third house on the right - gray with white shutters."*

#### 4. Resume or Biographical Paragraph

- You can submit either a Resume or a Bio.
- Resume must be in the format required – see below
- Resume should be brief and include the highlights of your career.
- Do not e-mail your existing full length resume for CAP to edit.
- PLEASE check spelling, grammar, punctuation and consistency of grammar.
- For a Bio, write in first person, 225 word maximum

I copied this from a magazine. This is perfect (although for the trail it would be in first person.) This paragraph makes me want to visit this artist and it would be great for CAP to use for Trail publicity. *“I never intended to become a potter, reflects Joan Pratt, a former teacher, who, at age 71, produces exquisite, world-class ceramic tableware at her studio in Palisades, N.Y. “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 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,” she says So, Joan registered in a ceramic class instead. “I took to the process almost immediately,” she recalls. “At first, I just played at making objects, but eventually, I developed my own designs.” Today, nearly 25 years later, Joan works five days a week in her studio. Distinguished by a reverence for simple forms and glazed in hues that enhance, rather than compete with, food, Joan Platt’s pottery is as unexpected and beautiful as the path that led to its creation.*

#### Resume Format – see E-mail Sample.

You can change the headings, just keep to this short format.  
If your resume submission is too long, it will be edited.

Education

Up to 3 lines

Professional Experience

Up to 4 lines

Selected Exhibitions

Up to 15 lines

Publications

Up to 5 lines

Affiliations

Up to 5 lines

#### 5. Image List

- Your image list must correspond with your CD in this exact format.
- (Do not use quotes, use italics.) Prices optional.
- This must be in the e-mail, not handwritten, NOT on the CD

BealeHighway.tiff

*Highway 50*, oil on canvas, 11” x 13”, 2008, \$400

BealeTreman.tiff

*Treman Falls*, watercolor, 12” x 12”, 2007, \$475

BealeHeadShot.tiff

Head Shot

## *E-mail Sample*

*This is exactly how your e-mail should look.  
All in one submission – not as an attachment*

### **Mary Ann Bowman**

#### Brochure Statement

I have discovered that my dear friends who keep telling me life is supposed to be fun are absolutely right. I love that this is showing up in my work more and more.

#### Web Statement

(same)

#### Studio Directions

Once on Pine Tree Road, we are approximately in the middle between Honness Lane and Snyder Hill Road on the east or uphill side of the road. The Art Trail sign should be clearly visible as well as the white rail fence and pumpkin colored house. My studio is up the driveway beyond the house and is clearly marked. Enter through the periwinkle blue door with the purple trim.

#### Resume

##### EDUCATION

University of California, Berkeley  
Richmond (California) Art Center

##### PROFESSIONAL EXPERIENCE

Owned and operated pottery business since 1975  
25 year participation in numerous juried craft shows throughout the northeast.

##### SELECTED EXHIBITIONS

2006 Everson Biennial, "Beauty is in the Eye of the Artist"  
Winner of Juror's Award, 2007 State of the Art annual juried show  
Kenan Center, Lockport, NY, "Garden Reflections," 2005, 2007  
Vanishing Point Gallery, Lockwood NY "Art on the Water 2006"  
Community School of Music and Arts, Ithaca, NY: "Layers: Annual Photo Show 2007,"  
State of the Art Gallery, Ithaca, NY, Annual Juried Photography Show, 2005-2007  
State of the Art Invitational: 2000-2006

#### Image List

##### Bowmanchicken.tiff

*Large Chicken*, stoneware, 3"h x 2" x 2", 2009

##### BowmanRain.tiff

*Rain on My Parade*, stoneware, 10"h x 4" x 2", 2009

(etc.)