

2011 Kirkland Artists Studio Tour

Presented by Kirkland Arts Center

PROSPECTUS

Established in 2004 the Kirkland Artists Studio Tour (KAST or "Tour") is organizing its eighth annual tour, scheduled for May 7 and 8, 2011. 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.

Guidelines for All Artists (New and Returning):

- Studio tour locations are strictly limited to the Kirkland area.
- Artists who do not have a studio within Kirkland must show at a Kirkland venue, either in a local gallery or at another artist's studio.
- All Tour locations must be open the entire time on Saturday and Sunday, May 7 & 8 from 10 AM – 6 PM and artists must be present at their studio during the tour.
- Artists are responsible for collecting and remitting sales tax on all sales.
- Artists are responsible for insuring their studios for this event.
- Artists must pick up brochures and signs promptly when notified.
- Artists must commit to distributing KAST information before the event and to setting up appropriate signage to direct visitors.
- Artists must donate a piece of their work to the preview party auction, proceeds of which support Kirkland Arts Center's programs such *Art Opens Doors* and *Jumpstart*.
- Artists must plan to attend scheduled meetings and commit to helping with the orchestration of the Tour to ensure its success for all.
- KAST artists must be members of Kirkland Arts Center at the **\$150** Patron membership level.
- KAC Membership fees are to be paid in full at the time of application and must be renewed annually.
- **IMPORTANT:** The deadline for submitting the Application and Release Forms to Kirkland Arts Center is **Friday, January 21, 2011**. Applications submitted after the deadline may be considered, but the fee will be raised to **\$175**. Absolutely no applications will be considered after **February 1, 2011**.
- 3-5 digital images of artist work must be submitted via email for promotional use and advertising.
- Communication among artists and Kirkland Arts Center will be primarily via email so all artists must have a working email address.

Returning KAST Artists

If you participated in KAST in 2010 you do not need to be juried in for the 2011 Tour. Artists are eligible to participate in the Tour for 2 consecutive years without having to be re-juried. If you were last juried in 2008 or 2009, you will need to be re-juried for 2011. This policy will be re-evaluated for 2012. If you have previously participated in KAST, you must still submit an application for 2011, and email new digital images of your work for inclusion in promotional materials.

New Artist Applications

New artists to KAST must 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 participants

must submit an application and email representative digital images work. Applicants will be notified by **February 15th** of their acceptance or rejection.

Standards of Work

All work submitted for jury and sold during KAST must be original artwork, of professional quality, and handcrafted by the applicant. Works may not be produced from commercial kits or prefabricated forms. Second hand items and imports are not accepted.

Sharing Studio Space and Encouraging Visitors

Studios have more visitors when there is more than one artist showing. Artists who would like to participate but who do not have a studio in Kirkland are responsible for finding their own space to show. Most artists on the Tour are happy to share studio space to ensure good traffic. Also, artists have more visitors when studios are clustered together. You can create a cluster of studios by inviting artists in your area to participate.

Recommendations for Participating Studios

- Artists are greatly encouraged to provide demonstrations of their artistic process while open to the public during KAST
- 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

KAC Membership required for KAST Participation

Artists who participate in KAST must be members of Kirkland Arts Center at the Patron Level which starts at \$150. ***The benefits of a Patron Membership include:***

- Member rates on all KAC classes and workshops
- Early class registration privileges
- Access to Open Painting and Drawing Studio on Friday afternoons
- Invitation to participate in the annual juried KAC member exhibition
- Invitation to participate in the KAC 20 day Holiday Arts Sale in December
- Invitations to KAC exhibition previews and most special events
- Invitation to Gallery Pre-opening Receptions and artist/curator talks
- Discounts at art supply stores, including:
 - Museum Quality Framing in Seattle
 - Bellevue Art and Frame
 - Artist and Craftsman Supply in Seattle
 - Dakota Art Stores in Seattle, Mt. Vernon, Bellingham
 - Daniel Smith Art Stores
- Regional access to the arts:
 - 2 for 1 admission to Henry Art Gallery
 - Members pricing on all Bellevue Arts Museum classes

As a KAST participant, you will receive:

- Listing by name and studio location, with color image in the official KAST brochure
- Listing by name and studio location on KAST website, with images of your work
- Link from 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
- Up to 50 postcards to distribute to your own mailing list
- Exterior signage to guide guests to your studio
- Artist management, support, and communication through Kirkland Arts Center

Artists interested in increasing their membership level at KAC to the Benefactor Level (\$250) and above will also enjoy free admission and/or gift shop discounts at over 300 museums across North America through KAC member participation in NARM. *Please contact KAC Development Director [Lauren Erlinger](#) at 425.822.7161 x 107 for additional information about KAC memberships and donor levels.*

Digital Images

- Each artist must submit via email 3-5 digital photographs. Images should be the most representative of works that will be available during the Tour
- Images must be high quality JPEG Format
- Optional: Artists may include one additional photograph of themselves working, or pictured with their art
- Each image should be identified and numbered - "Last name, First name, 1-5"

Schedule of meetings

Please note the following dates and times and plan to participate as much as possible in the planning and preparations for KAST.

- **Artist meet and greet potluck:** January 25, 7 PM at KAC
- **Kick-off/Informational Meeting:** March 10, 7 PM at KAC
- **Postcard mailing list/reservation due:** March 21 by 5 PM
if you wish KAC to mail your postcards, please email your mailing list to Aarti in Excel or CSV format by the above deadline. If you wish to mail the postcards yourself, you may reserve up to 50 postcards for pick up March 29. (Make your reservation by March 21.)
- **Reserved Postcard Pick-up:** March 28, between 11 AM and 5 PM
- **Locovore – Preview party and auction** Mid April (Date and location TBD)
- **Post-Tour Meeting:** May 23, 7 PM at KAC

Who can I contact with questions?

Kirkland Arts Center will be managing KAST again for the 2011 Tour. Staff at KAC will be working together on the various different aspects of the Tour management and planning. Aarti Khanna will be the primary KAST organizer and your contact person. If you have any questions, problems, ideas, or concerns relating to KAST, please email Aarti at akhanna@kirklandartscenter.org or contact her by phone at **425.822.7161 x 103**.

Checklist

1. Read and understand all details of KAST 2011 Prospectus.
2. Complete Application and return it by Friday, January 21, 2011
3. Submit 3-5 digital images emailed to abaldonado@kirklandartscenter.org.
4. Pay KAC Membership.
5. Note Kick-off and Post-Tour meetings dates - plan to attend.
6. Optional: send an email to Aarti to introduce yourself!