



Arlington Open Studios 2009 information & registration packet

Dear Artist,

April 2009

Enclosed please find information and a registration form for Arlington Center for the Arts' **Tenth Annual Arlington Open Studios**, a weekend event for local artists held every October. AOS features over eighty artists working in a wide variety of media: painting, photography, ceramics, metal work, fiber art, sculpture, and more.

Arlington Open Studios is an opportunity to strengthen the arts community by showcasing local artists and encouraging connections between artists, giving the public an opportunity to see artists and their artwork, make potential exhibition connections, and let people know that Arlington is a destination for the Arts!

IMPORTANT INFORMATION – please read and save for reference

- **DATE:** Saturday & Sunday, October 17/18, 2009, 12 noon - 5pm
- **LOCATION:** ALL artists will be located in the ACA (Gibbs) Building, 41 Foster St, Arlington
- **OPEN to ALL:** Arlington and non-Arlington artists
- **FEE:** \$55 for Arlington Center for the Arts members, \$65 for non-members
- **REGISTRATION DEADLINE:** June 30, or June 19 (*early bird deadline*) to be considered for AOS postcard image(s). (Your registration materials must include hi-resolution jpgs to be considered. Sorry, no slides). *Registrations received after June 30 will be added only if space and time allows.*
- Due to space limitations, and in order to achieve a diversity of art forms, ACA reserves the right to limit the number of artists accepted and/or the number of artists in any given media.
- **ARTIST RESPONSIBILITY:** Artists are responsible for set up, hanging, selling and dismantling their own artwork. Artists must be present at their site for both days of Open Studios weekend.
- **FOOD:** In response to artists' requests, a food vendor will be on site for the AOS weekend.
- **CONTRIBUTIONS:** As a nonprofit organization, we depend on financial support from the community. If you know of a local business or individual donor who is interested in contributing to AOS, please contact Pam Shanley @ 781-648-6220 or pam@acarts.org no later than June 30.
- **VOLUNTEERS:** Volunteers are needed in many areas, such as distributing postcards, staffing and installing the group show. If you would like to help, please check off the volunteer box at the bottom of the registration form. **No job is too small; all help is appreciated!**

QUESTIONS? Pam Shanley, AOS Coordinator: pam@acarts.org or (781) 648-6220



MAXIMIZE YOUR VISIBILITY at Arlington Open Studios

How to make the most of your AOS experience – 4 steps to help you be seen at AOS!

- **1. REGISTER by June 19** (*early bird deadline*) to be considered for AOS postcard image(s), publicity photos and ACA website images. *We must receive your registration form and high resolution jpegs on a CD no later than June 19.*
- **2. OFFER A DISCOUNT TO ACA MEMBERS:** Artists can offer a discount to ACA members (you chose the amount, typically 10-20%). In return for your offer to our members, we highlight your name on the Open Studios postcard and website, bringing you more visibility and more buyers! Check the appropriate box on the registration form to participate.
- **3. SUBMIT ONE OR TWO WORKS TO THE AOS GROUP EXHIBIT:** The AOS group exhibit in ACA's Gibbs Gallery is a great way to promote your work and draw more visitors during AOS weekend. **ALL ARTISTS ARE STRONGLY ENCOURAGED TO PARTICIPATE** by submitting one or two works to the show. Exhibit on display Sept 14 – November 8.

Artwork drop off:

Wed, Sept 9 : 9am – 5pm
Thurs, Sept 10: 9am – 5pm
Fri, Sept 11: 9am – 6pm
Sat, Sept 12: 10am – noon
No work accepted after this time

Exhibit Opens: September 14, 2009

Closing Reception/Artist Networking: Sunday, November 8, 2-4pm.

- **4. SPREAD THE WORD!** ACA will produce a **large 4-color postcard**, **AOS event e-vite** and comprehensive **AOS webpage** to publicize Arlington Open Studios. Artists will have the opportunity to review materials for spelling, etc. prior to printing. Each artist will receive a small stack of cards to distribute. We ask you to send these to friends, family, and fans to bring more visitors to the event. Cards will be available after Labor Day.

QUESTIONS? Pam Shanley, AOS Coordinator: pam@acarts.org or (781) 648-6220



EVENT TIMELINE & Artist To-Do List

Arlington Open Studios 2009

- ☐ **June 19** : Early bird registration deadline for artists who wish to submit images to be considered for AOS postcard/publicity/website. Be sure to include a cd with 3-5 high-resolution jpgs with your registration materials.
- ☐ **June 30** : Artist registration final deadline (*registrations received after June 30 will be added to AOS publicity materials only if space and time permit*).
- ☐ **July/August**: Artist opportunity to proof postcard by e-mail sometime in late July/early August.
- ☐ **Early August**: Artists receive space assignment (all artists will be in the ACA/Gibbs building, 41 Foster Street, Arlington)
- ☐ **First week of September**: Postcard ready for artists to pick for distribution – please call ahead to confirm materials are ready for pick up. We will alert you by email when they are here.
- ☐ **September 9-12 Group Show Drop-off**: Submissions due for AOS Group Show. Submit up to 2 works; at least one work by each artist will be displayed.
Artwork drop off:

Wed, Sept 9:	9am – 5pm
Thurs, Sept 10:	9am – 5pm
Friday, Sept 11:	9am – 6pm
Sat, Sept 12:	9am – noon
- ☐ **September 14 – November 8: AOS Group Show, Gibbs Gallery @ ACA**
Gallery hours: Monday–Friday 9-5. This is the ideal way to attract buyers, visitors & get your work seen before Open Studios weekend!
- ☐ **September 26, 10am-3pm – Arlington Town Day**: Join us at the ACA table to help promote Arlington Open Studios. Email Pam to schedule your time: Pam@acarts.org
- ☐ **Saturday and Sunday, October 17-18, noon - 5pm: ARLINGTON OPEN STUDIOS!**
- ☐ **Sunday, November 8, 2-4 pm** : Closing reception for the AOS Group Exhibit in the Gibbs Gallery, including artist networking time and AOS feedback session. Artwork can be picked up after 3pm.
- ☐ **Monday, November 9, 9-5pm**: All artwork from the Open Studio Group Exhibit, Gibbs Gallery will be dismantled. Pick up artwork 9-5pm.



REGISTRATION FORM

Arlington Open Studios 2009



DEADLINE: June 30. Early bird deadline: June 19

IMPORTANT: Please print legibly!

Name: _____

Address: _____

City : _____ State: _____ Zip: _____

Phone (H): _____ (Cell): _____ (Work): _____

*EMAIL (Mandatory): _____

Please note: all communications goes out by email! We will not share your information.

Website (if applicable): _____

Description/Media of your work (use other side if necessary):

Display Unit - if you are using a display unit list the dimensions here:

Special needs - space requirements, a friend you like to have close to your site, etc.:

_____ **YES!** I wish to participate in ACA's **MEMBER BENEFITS PROGRAM** - I will offer a discount on purchases to ACA members who present a valid membership card. In return, ACA will highlight my name on the AOS postcard and website.

_____ **AMOUNT** of your discount to ACA members (10%, 15%, 20%, etc.)

_____ I would like to **VOLUNTEER!** Fundraising, publicity, logistics, and installations are just a few areas where we need help.

_____ I have a **POTENTIAL DONOR** - (Individual or Business) call me.

CHECKLIST : PLEASE INCLUDE ALL OF THE FOLLOWING. APPLICATIONS WILL NOT BE ACCPETED WITHOUT FEE.

- This Form**
- Artist Fee: \$55.00** (Arlington Center for the Arts Members)
 \$65.00 (Non-Members)
- Your artist statement and artist resume**
- 2-5 images of your work: prints or hi-res jpegs on disk (no slides please)**
- Include a stamped self-addressed envelope for return of images**

RETURN TO: Pam Shanley, AOS/Arlington Center for the Arts, 41 Foster St, Arlington, MA 02474



What is Open Studios?

Open studios events occur regularly in and around Greater Boston in areas such as the South End, Somerville, Fort Point Channel, North Cambridge, Waltham, Newton, Brookline, and South Boston (to name just a handful). Open studios events have proven to be a successful venue for artists to introduce their work to the public outside of a more formal exhibition space such as a gallery.

With the scarcity of exhibition opportunities for artists, Open Studios present opportunities to share work with the public and to meet other artists in the area. Unlike a more formal gallery or museum setting, open studios are designed to be a free, self-directed progressive art tour where people start with a map of the region and go from studio to studio, interacting with the artists and gaining exposure to a rich diversity of artistic styles and media.

A map will list the site, the artists, and their media. Artists are highly encouraged to send the event brochure to their own mailing list, and maps will also be available at locations in town.

Arlington Open Studios, AOS, will provide a chance for the public to gain an insider's view of working artists — their tools and their techniques, media and methods, ideas and inspirations. AOS will raise awareness about the quality and quantity of Arlington artists. For some artists, it is also a chance to educate the public about the particular media they use, such as printmaking, stained glass, or fiber arts.

If you haven't been to an open studios event before, there are a few coming up, and we encourage you to attend to for ideas and inspiration. Local open studios include:

- In the Spring:
- Somerville: Somerville Open Studios and Vernon Street Open Studios.
See www.somervilleartscouncil.org
 - Newton Open Studios
 - North Cambridge Open Studios
- In the Fall:
- Arlington Open Studios
 - Jamaica Plain Open Studios
 - Fort Point Open Studios
 - South End Open Studios

and many others!