

2020 Ames Artists' Studio Tour Call for Artists

**Saturday, October 10 | 10 a.m. – 4 p.m. &
Sunday, October 11 | Noon – 4 p.m.**

**New this year: Artists may choose to participate in either one or both days of the tour.
[Full fee required regardless of level of participation.]**

The Ames Community Arts Council is now seeking applicants for the sixth annual juried studio tour! The public will be invited to a “behind the scenes” look at how art is created in this self-guided tour. If you are an artist in the greater Ames area with a working studio and you are looking for ways to showcase your work, this event may be perfect for you!

The Ames Artists' Studio Tour is for you if:

- You have an awesome, interesting, and safe studio with some space for parking. This is open to *all kinds of studios* — studios for visual arts, recording, dance, radio, and so on.
- You are interested in sharing your story with potential customers: You like to talk about how you got started, what inspires you, how you get your ideas, what you are learning, etc. You understand that these experiences can lead to sales (now and/or down the road) and can help the public better understand the creative process.
- You are comfortable showing off — you have work to display and sell.
- You are willing to get your hands dirty. You can demonstrate how you do your work and/or have an activity for visitors to try. Feel free to get creative with this part. If you don't like to do demos, maybe you can have a series of pieces in different stages of your process. The essential thing here is that this goes beyond just showing what you have for sale. This is a rare opportunity for the public to understand what it takes to create your work.
- You can get social — you are willing to help promote the Tour by making posts to social media, sending an email or snail mail notice to your list, and/or handing out the brochure wherever you can.

The details:

Application deadline: Monday, June 15, 2020

Fees: \$75 for Ames Community Arts Council members; \$125 for non-members.

Payment is due at the time of acceptance.

Notification: Applicants will be notified no later than Monday, June 22, 2020.

Up to twenty studios will be accepted.

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What the Ames Community Arts Council will do for you:

Tons of Marketing and Promotion

- We have funding to help cover marketing costs.
- We will work to get additional sponsors to help cover more marketing costs.
- We are members of the Ames Convention and Visitors Bureau and will work with ACVB to make sure we are doing everything we can to draw visitors.
- We are creating a brochure and will make it available for your use in early summer.
- We will make regular posts to social media to promote the event.
- We will use Facebook ads and print ads to reach more potential visitors.
- We will work with local media to promote the event through radio interviews, print interviews/stories, and online and print event calendars.

Make the Studio Tour Accessible and Welcoming

- We will create a webpage with up-to-date Tour information and a great map.
- We will provide signage to mark your studio during the Tour so guests don't have to wonder if they are in the right place.
- We will create a Tour “headquarters” where visitors can get questions answered and get oriented.
- We will help you make your studio a welcoming place. It can be difficult to do demos and greet visitors at the same time. If you will not have a helper during the event, we will assist you in finding a volunteer to serve as a “host,” welcoming visitors into your studio and answering questions.

Questions? Ideas to share? Contact Jennifer Brockpahler at director@amesart.org. Thank you!

2020 Ames Artists' Studio Tour Application
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Name, including business name, if applicable: _____

Mailing Address: _____

Studio Address (if different than above): _____

E-mail: _____

Phone Number: _____

Website (if applicable): _____

Facebook page or other social media _____

Please describe your medium/type of work:

Please describe how you will engage the public (specifically what demonstrations or other activities you will provide):

Please email three photos (or samples) of your work and one photo of your studio space (even if it's messy!) to **director@amesart.org** with the subject title: "studio tour photos." Photos of your work may be used for promotional purposes.

My studio is handicapped accessible: yes no

Accessibility is not required. Handicapped accessible studio will be noted as such on the brochure/map.

I am: an Arts Council Member (\$75 fee) a Non-Member (\$125 fee)

Fee is due at the time of acceptance into the Studio Tour. Non-members are encouraged to become members and pay the reduced fee.

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I plan to participate:

both days Saturday only Sunday only

If you have questions about member benefits, please contact Jen at **director@amesart.org**.

I hereby release and forever hold harmless the Ames Community Arts Council and all sponsoring organizations, and their directors, officers, employees, agents, and volunteers from any and all responsibility, personal liability, claims, loss or damage arising out of or in conjunction with my application to or participation in the Ames Area Studio Tour which is not responsible for any injury sustained by exhibitors or guests. My signature indicates my acceptance of these terms and conditions.

Signature of Artist _____ Date _____