

2021 Ames Artists' Studio Tour Call for Artists

**Saturday, October 9 | 10 a.m. – 4 p.m. &
Sunday, October 10 | 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 your history, future plans, and artistic process.
- You are comfortable showing off — you have work to display and sell.
- You are willing to do more than just sell your work. You can demonstrate how you do your work and/or have an activity for visitors to try. This will look different in every studio. Take advantage of this 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 14, 2021

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 28, 2021.

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.]

What the Ames Community Arts Council will do for you:

Tons of Marketing and Promotion

- We have funding to help cover 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 will have a brochure and will make it available for your use in early summer.
- We will make regular posts and have paid spots on social media to promote the event.
- We will work with local media to promote the event through numerous outlets

Make the Studio Tour Accessible and Welcoming

- We will create a webpage with up-to-date Tour information and a map.
- We will provide signage to mark your studio during the Tour so guests know 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!**

2021 Ames Artists' Studio Tour Application
Saturday, October 9 | 10 a.m. - 4 p.m. &
Sunday, October 10 | Noon - 4 p.m.

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.

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.]

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 _____