

Arts Society King *presents* the 2019 Studio Tour King Information and Application Package

A. General Studio Tour Information

Arts Society King (ASK) is a not-for-profit organization located in King City, Ontario established in 2005. ASK'S office and gallery space is located in the King Heritage and Cultural Centre in King City. The organization's driving Vision is 'Enriching King Township through arts and culture for all' and Mission is 'to promote, support and advocate for arts and culture through effective partnerships and innovative events and programs'. ASK is an arts organization like no other with a huge following and municipal acknowledgment and support.

This is the 14th year for the Studio Tour King. In 2005, local artists Marianne Broome and Garry Conway worked together to initiate plans for the first Studio Tour that would showcase the diverse talents of our acclaimed King artists. They were joined by other artists, and a group of passionate volunteers, who all worked tirelessly to coordinate the first studio tour event in King Township in 2006. The ASK Studio Tour King is now has its widest reach ever, attracting not only artists eager to participate in the event, but also a wide array of art enthusiasts who anticipate visiting the artists during the studio tour each year.

Studio Tour King will extend throughout King Township and locations will be a combination of artist studios and public locations for those artists without studio. The goal is always to cluster as many artists as possible, in accessible areas throughout the Township, to increase event visibility and overall attendance. Public locations will be in: King City, Schomberg and Nobleton or as designated by Arts Society King. If you require a public location or guest studio location, the committee will place you based on the following criteria: availability, balance to the tour, how much space you require, fairness to returning artists in terms of previous placements, and your medium. Residential artists are encouraged and welcomed to bring forward guest artists. They are required to submit a separate application.

This is a juried studio tour and the committee will consider your work and that of any potential guest artists carefully. Once the application has been reviewed, you will receive an official confirmation. Only after your participation is confirmed, will your payment be processed. Once processed, there are no refunds.

Please read the entire package. The key information points are:

- The Studio Tour King is April 27 and 28, 2019 from 10:00 am to 5:00 pm
- As a participating artist, you **MUST** help promote the tour (section B)
- This is 'AN ART EXPERIENCE THROUGHOUT KING TOWNSHIP' (section C)
- See important dates to help keep you on track (section D)
- You must submit 3 high quality images for consideration and use in brochure and marketing
- Artist membership fees and Studio Tour fees are due at time of application

B. Artist Involvement and Responsibilities

Arts Society has thrived through the years with support from volunteers. A Studio Tour volunteer committee will be expected to come together to help with many details and we all will rely heavily on the support and participation of each and every artist. We are asking that each artist make a contribution to further expand the market reach.

At minimum each artist is required to:

- Pick-up and deliver a minimum of 100 brochures to areas outside of King Township.
- Follow the Studio Tour King Facebook page: <https://www.facebook.com/studiotourking/>
- Create facebook posts that include samples of your work / images, your artist biography or information about your artistry process, and tag to the studio tour Facebook page **@studiotourking must appear in your post**. Once ASK receives the notification, we will share your information to the studio tour Facebook page and to the Arts Society King facebook page. Many other groups share and like our pages so the marketing domino effect is an important aspect of our marketing efforts.
- Utilize your own other social media channels with this same concept (Instagram, Twitter etc.).
- Invite your colleagues, former clients, potential clients, galleries, friends and family to see you at the Studio Tour. A special invitation will be created and sent to all participating artists that can be easily forwarded. Email out the brochure in advance (pdf will be provided).
- Post the Studio Tour brochure and date and locations on your website (if applicable).
- Pick-up and set-up Studio Tour lawn signs prior to the tour (we will provide a map and further instructions).

→ **we are always, always, always, always accepting help either on the committee (very few meetings!) OR special marketing projects OR to help with sponsorship OR to help with preview gallery set-up OR anything else that suits your schedule or interest**

C. An Art Experience Throughout King Township

Studio Tours are changing and we must adapt. There is now a strong mix of artist studios AND public venues so we must consider this when marketing the event. An 'ART EXPERIENCE' is an open-concept term that allows for wide spread marketing AND more importantly, empowers each artist to create something special for our visitors. It is important for our event to stand out. For example, have you considered demonstrating an aspect of your work during the tour? This can be done live or through technology or other. Another option is to use social media/technology prior to the event to show the beginnings of a piece of your art or the process, perhaps bring that piece to the tour so your followers can see the final reveal. These are all ideas, and the goal is for each artist to be motivated to bring forward what is unique to themselves and create excitement and interest in the tour and at their location. We appreciate you putting thought and effort into your participation. King has a fantastic arts scene so let's continue to celebrate OUR art experience.

D. Important Studio Tour Dates (this may be updated and re-distributed)

- By December 4, 2018: Application package in to ASK, all components
- Early February 2019 Brochure ready, please pick-up minimum 100 copies for distribution outside of King
- March 1, 2019: Major studio tour promotion in ASK'S MOSAiC Magazine, Spring 2019, distribution 10,000
- End of March 2019: Drop one piece of art to ASK for preview exhibit at the King Heritage and Cultural Centre
- April 1-25, 2019: Studio Tour Preview Exhibit at the King Heritage and Cultural Centre
- April 4, 2019 Artist reception from 7:00-8:30 pm (PHOTO OP OF ALL ARTISTS FOR PROMOTION)
- April 26, 2018: Pick-up your art, Studio Tour lawn signs and event information from ASK
Put your lawn signs out in advance of the weekend!
- April 27 & 28, 2019: STUDIO TOUR KING
- April 29 - May 3, 2019: Drop signs back off at ASK and data collection sheets

Studio Tour King Application Form

Date: Saturday, April 27 and Sunday, April 28, 2019 from 10:00 am to 5:00 pm

Fee: \$150 + HST for artists WITH studios OR \$175 + HST for guest artists or artists who require a location

Artist Name: _____

Studio Name (if applicable): _____

Studio Address (if applicable): _____

Mailing Address: _____

Phone (Home, Studio or Cell): _____

Email: _____

Website: _____

Medium: _____

Average size of your art: _____

(For example, average size of canvas is 12"x12" or 24"x24" or 30"x40" etc., or mostly tabletop display etc. Please describe space requirements.)

Briefly describe your work:

PLEASE INDICATE:

- I have my own studio for the tour
- I can host a guest artist (we will consult with you on the best fit for your space)
- I need to be placed at a public location
- I am a guest artist and request to be with _____

Studio Tour Fee: \$150 + HST per artist (= \$169.50) WITH studio

Studio Tour Fee: \$175 + HST per artist (= \$197.75) WITHOUT studio (public location)

Method of Payment:

Cheque (made payable to Arts Society King) OR Cash OR ASK website

Visa or MasterCard or American Express Number and Expiry Date

CSV _____

POSTAL CODE: _____

E. Studio Tour King Criteria and Guidelines (2 pages and signature required)

- 1) Must be a Professional Artist as defined by the Canadian Council for the Arts. (canadacouncil.ca/glossary/professional-artist)
- 2) Must have a legitimate studio within King Township.
- 3) The studio or location must be appropriate for public attendance and have the required display equipment/furniture to properly display the work. The Art Society King Studio Tour Committee may require a visit to the premises to determine the appropriateness.
- 4) Artistic disciplines for the studio tour are generally considered to be "Fine Art," which includes painting, printmaking, sculpture, ceramics, photography, glasswork, jewellery, textile art and mixed media. Other categories are at the discretion of the committee.
- 5) You must be an Artist Member of Arts Society King to be eligible to participate in the Studio Tour. A Membership Application is included in this package or can be completed online. In addition to the Studio Tour, there are several benefits to membership and we encourage your participation in other initiatives. If you have already renewed your 2019 ASK membership, please skip this over.
- 6) The Artist must have his / her studio open and be present at all times between 10:00 am to 5:00 pm on both days of the studio tour.
- 7) The artist may display only his or her original artwork and reproductions thereof from his / her original designs as described on the application form (no kits, copies of artwork by others or the work of others).
- 8) Artists with studios must have Liability Insurance with coverage of at least \$2 million for admitting the public into the studio. Guest artists in studio must require their own liability coverage separate from the the host artist. Proof of the required insurance coverage must be provided with the application.
- 9) The Studio Tour Committee does not assume responsibility for any food or beverage served by the artist to his / her visitors during the studio tour. It is the responsibility of the artist to check with their insurance company with regard to any restrictions.
- 10) The artist shall behave in a reasonable and professional manner at all times while participating in the studio tour and related events.
- 11) The organizers reserve the right to decline an application for participation or to have an artist removed from the studio tour for breach of this agreement. The organizers also reserve the right to rescind this agreement.
- 12) Once confirmed and your payment processed, there are no refunds.
- 13) The organizers of the studio tour and related events, their elected officials, directors, members, employees and agents assume no responsibility or liability for any loss, damage or injuries of any kind occurring or suffered either before or after or during participation in the studio tour or related events. The organizers, their elected officials, directors, members, employees and agents do not assume any liability or responsibility for damage to artwork or any other property owned by the artist and/or financial loss that may be incurred by the artist.
- 14) Note the important dates sheet located at the end of the package. If anything changes, we will notify you.
- 15) Mail or drop off your entire application package by **December 4, 2018**.
- 16) Please email 3 NEW high quality images of your art and your professional biography to info@ArtsSocietyKing.ca by **December 4, 2018**. Keep in mind these may be cropped to a 1.75-2" x 1.75-2" max size. See last year's brochure to assist you in your submissions. **DO NOT SEND poor quality images as this is counter-productive to our efforts. Consider the value of professionally photographed art.**

STUDIO TOUR KING DISCLAIMER

I agree to release the organizers, their elected officials, directors, members, employees and agents from all manners of action, causes, contracts, claims and demands whatsoever which I or any of my employees, agents or servants or heirs, executors, administrators or assigns, shall or may have for or by reason of any cause, matter, thing whatsoever as a result of my having participated in the studio tour and related events. I agree to indemnify and save harmless the organizers, their elected officials, directors, members, employees and agents from all manners of action, suits, debts, dues, accounts, bonds, covenants, contracts, claims and demand whatsoever and howsoever caused as a result of my participation in the studio tour and related events.

I have read the above guidelines, criteria and disclaimer and agree to abide by these and any reasonable rules and regulations determined by the organizers.

Artist Signature

Date

PLEASE PRINT THIS PACKAGE TO COMPLETE AND RETURN TO ASK:

Arts Society King (ASK)

2920 King Road, King City, ON, L7B 1L6

PH: 905-833-2331

EMAIL: info@ArtsSocietyKing.ca

WEB: www.ArtsSocietyKing.ca

ASK is located within the King Heritage and Cultural Centre. Note we do not hold regular office hours. If you drop this application off, please leave in our mailbox.

FINAL ARTIST CHECKLIST; BE SURE TO HAVE:

- read through the information package
- completed the studio tour application, signed, method of payment ready
- completed the ASK artist membership application (if applicable and can also be renewed online)
- jotted the important tour dates in your calendar
- started to think about your individual art experience
- have confirmed how you can help market and promote the tour
- emailed three NEW HIGH RES images of artwork to Info@ArtsSocietyKing.ca
- dropped off, mailed or emailed all application requirements

Arts Society King 2019 Artist Membership Application

Name: _____

Studio Name (if applicable): _____

Address: _____

City: _____ Postal Code: _____

Phone Number: _____

Email Address: _____

Website: _____

Facebook: _____

Medium: _____

Method of Payment (select): **The annual ASK artist membership fee is \$50***see benefits list at www.artsocietyking.ca/artist-membership-benefits-and-join.html* Cheque (made payable to Arts Society King) OR Cash OR ASK website Visa or MasterCard or American Express Number and Expiry Date

CSV _____ POSTAL CODE: _____

If you are already an artist member of Arts Society King and are renewing your membership and all information is the same, you do not have to complete this form. You are welcome simply make payment (or go online to make payment if that is more convenient).