



2018 VIVA Holiday Art Studio Tour

10 am - 4 pm, December 1-2, 8-9

APPLICATION DEADLINE:

Monday October 1, 5 pm.

Please review the information in this letter and on the Tour Application as several things have changed.

DEADLINE: Mail or deliver your Application, Task Form, map location, payment and **2 TIFs** on disk or flash drive by 5 pm, Monday, October 1. **This is a hard deadline; no applications will be accepted after this date.**

MAIL (allow 3 days to be received by deadline) your application packet to:

Sy Novak
PO Box 803
Vashon WA 98070

OR deliver to: 14930 Westside Hwy SW

DO NOT PUT IN THE STREET MAILBOX

Drive up the driveway; the Application box is clearly marked

DATES TO PUT ON YOUR CALENDAR:

- **Sunday-Saturday November 4-10**, 10 am - 6 pm, pick up materials (brochures & signs) at Reimnitz Studio, 23514 Kingsbury Rd. The Studio building is the first one off the street and will be unlocked. Your bag/signs will be clearly marked with your Tour stop number.
- **Saturday & Sunday, December 1-2 & 8-9**, 10 am to 4 pm
VIVA Holiday Art Studio Tour
- **Sunday, December 16**, Return signs to Reimnitz Studio

TOUR REQUIREMENTS:

- **You must be a VIVA member to participate in the Tour (including all artists in group shows) VIVA membership is only \$10 per year calendar, valid January 1-December 31.**
- Official Tour locations are Vashon artists' studios, group shows and galleries featuring Vashon artists.
- Galleries retain the basic formula of exhibition of art. Galleries will not set up individual booths or groups in a similar manner to group studios.
- Guest artists from off-Island may participate at an Island Artist's studio, but the majority of work in any studio must be made on Vashon. Off-Island artists may not apply independent of an Island Artist studio. Off Island artists fee is \$75, which includes 2018 membership.
- **Participation in Tour tasks and attendance during the Tour IS REQUIRED BY ALL ARTISTS.** This includes those involved in group shows, guest artists, and artists being featured by retail stores and galleries.
- Goods for sale are professional handmade art and crafts: no 2nd hand items, imports or food products can be sold at Tour Studios.
- Each studio must have enough inventory to remain open for the entire tour.

- Tour locations must be open all four days during Tour hours.

Questions about participation can be directed to

VIVA president, Morgan Brig morganbrig@comcast.net

PARTICIPANT CATEGORIES: Each stop on the Tour is located on the brochure and site map,

Category examples:

Studio: (single or group): Brian Fisher, Play Area Studio

Gallery: Gather Vashon, Hinge Gallery, Hardware Store

IMAGES: Submit **2 digital images**. Please read the document "Preparing Your Images" for details. Large files are best burned to a CD or flash drive. Drives and disks will be returned on Bag Day **Sunday, November 4**, at Reimnitz Studio. You may also email images to: Sy@NovakCreative.com. **The subject line should read "Art Studio Tour."** After emailing images, please send a text-only email for confirmation of receipt and file viability.

FEES: You must be a member to participate (\$10)

Your fee pays for ads, graphic design, brochure printing, publicity, website, postage, insurance and miscellaneous expenses.

Studio fee: \$225 for studio, includes ONE artist

Additional artists fee: \$35 per each additional artist at your Tour stop. ie, a studio with 2 artists would pay \$260

Gallery fee: \$300 (flat rate)

Off-Island guest artist \$75 (this includes 2018 membership)

ARTIST BENEFITS

INSURANCE: We maintain a policy for studio artists with Liberty Mutual Insurance for both general liability and personal injury. Please do all you can to make your property safe and eliminate risk to the public.

BROCHURES: We produce printed Tour brochure/maps. Please distribute them on and off Island. Pick up brochures at Reimnitz Studio, **Sunday-Saturday, November 4-10, 10 am - 6 pm.**

STUDIO SIGNS: Your number sign will also be in the bag with your brochures at Reimnitz Studio. Please return all 3 sign parts to Reimnitz Studio immediately after the Tour, **NO LATER** than Sunday, December 16. Anyone not returning their signage by that date will be charged for the signs.

E-VITE: You will receive the e-vite by email on Friday November 2. Please email this to your contacts to expand our publicity effort.

WEBSITE: Each stop on the Tour may have 2 images on their page of the site. You may add up to 2 more images at \$20 per image (billed to you). We need to know that you want additional images on the site by application deadline. We link up to 4 artists' websites and emails per stop. Proof your page for errors only.

SOCIAL MEDIA/BLOG: Send any photos (over the 2 for the website) to Michael Elenko (michael.elenko@comcast.net) for the blog! In-process images are good, too. Also send him verbage about why you do your art. Great advertising for your studio!

Thanks!