



## 2023 VIVA Holiday Studio Tour 10am - 4pm, December 2-3 & 9-10

### APPLICATION DEADLINE:

**Saturday, September 30, 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 (via flash drive or email by 5 pm, Saturday, September 30. This is a firm deadline; no applications will be accepted after this date/time.

**MAIL: (allow 7 days to be received by deadline)**

your application packet to:

Sy Novak 14930 Westside Hwy SW  
Vashon WA 98070

OR deliver to: 14930 Westside Hwy SW

DO NOT PUT IT IN THE STREET MAILBOX.

Drive up the driveway; the Application box is clearly marked

### DATES TO PUT ON YOUR CALENDAR:

- **Saturday–Friday, November 4–10**, 10 am - 6 pm, Bag Days, 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 2–3 & 9–10**, 10 am to 4 pm VIVA Holiday Art Studio Tour
- **December 12–17**, Return large sign, wire stakes and number sign, DISASSEMBLED, to Reimnitz Studio.

### TOUR REQUIREMENTS:

- **All studios must comply with the current state and county COVID protocol for public spaces, at the time of the Tour.** In addition, individual studios may want to ask for masks-on inside and hand sanitizing. Please provide masks and hand sanitizer to facilitate your requirements. Also, post clearly at your studio entrance your studio's expectations as far as COVID protocol, such as masking, is determined by each individual studio.
- **You must be a VIVA member to participate in the Tour** (including all artists in group shows). VIVA membership is only \$20 per calendar year, valid January 1-December 31.
- Official Tour locations are Vashon artists' studios, group shows and galleries featuring Vashon artists.
- Off-Island guest artists may participate at an Island Artist's studio. The majority of work in any studio must be made on Vashon. Off-Island artists may not apply independent of an Island Studio. Off-Island artists fee is \$75 (includes 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 handmade art/crafts: **no 2nd hand items, imports or food products may be sold at Tour Studios.**

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

**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:** Swiftwater Gallery, Valise Gallery, Hardware Store

**FEES: You must be a member to participate (\$20)**

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

**Studio fee:** \$235 for studio, includes ONE artist

**Additional artists fee:** \$40 per each additional artist at your Tour stop. ie, a studio with 2 artists would pay \$275

**Gallery fee:** \$310 (flat rate)

**Off-Island guest artist** \$75 (this includes 2023 membership)

### ARTIST BENEFITS

**IMAGES:** Submit up to seven **TOTAL digital images:**

- **BROCHURE: Two images.** Please read "Preparing Your Images" for details. Large files are best burned to a CD or flash drive. Drives and disks will be returned on Bag Days, **Saturday–Friday, November 4–10** 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.

**WEBSITE/SOCIAL MEDIA:** Submit your larger text content at <https://vivartists.com/viva/events/tour-web-information/>.

**Each Tour stop is encouraged to submit 5 additional images for the web/social.** The form includes directions for sending images. You may also send videos via WeTransfer.com to Lindsay Hart ([info@outstandinggallery.com](mailto:info@outstandinggallery.com)) for Facebook/Instagram. In-process images are good, too. Great advertising for your studio!

**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. They will come to you via your studio's individual bag that is picked up at Reimnitz Studio, **Saturday–Friday, November 4–10, 10am - 6 pm.** Please distribute them to all you know on and off-Island. **If you choose to mail them, they MUST be in an envelope.**

**STUDIO SIGNS:** Your number sign will be in the bag with your brochures at Reimnitz Studio. Please return all 3 sign parts DISASSEMBLED to Reimnitz Studio immediately after the Tour, NO LATER than Monday, December 17. **Anyone not returning their signage by that date will be charged for the signs (\$170).**

**E-VITE:** You will receive an e-vite and brochure PDF by November 1. Please email this to your contacts to expand our publicity.

Thanks!



# Application

## 2023 VIVA Holiday Studio Tour

10am - 4pm, December 2-3 & 9-10

**Deadline for Entry: Saturday, September 30, 5 pm**

**Return this Application with Tour Fees worksheet,  
Task Form, Map, payment and images**

PLEASE LEGIBLY COMPLETE THE FOLLOWING:

- **Select One:**  **Studio/Group Show** (open during Tour only or by appointment)  **Gallery** (Open all year, featuring Vashon artists during Tour)
- ALL participants must be VIVA members**

Name of Tour Stop (36 characters MAX. including spaces) \_\_\_\_\_

**For brochure**, 1 website, 1 phone number and the mediums you will be showing. **50 characters MAX for the mediums.** (Longer description on website) \_\_\_\_\_

\_\_\_\_\_

**For website**, you may have a description of your Tour Stop up to 250 words. Go here (<https://vivartists.com/viva/events/tour-web-information/>) to upload your description and information on sending additional images

Street Address of Tour Stop \_\_\_\_\_

Phone # at Tour Stop \_\_\_\_\_

Website Address (for publication) \_\_\_\_\_

Studio Contact Person \_\_\_\_\_

Email address of contact \_\_\_\_\_ Post email on website? Y N

Mailing Address \_\_\_\_\_

Contact Phone # \_\_\_\_\_

By submitting your application, you agree to allow VIVA to use any image you provided for advertising and promotional purposes.

- **Images:** Submit 2 photos (TIFs) that represent the work you are showing, on disk or flash drive, or email 300 dpi, TIF files to Sy@NovakCreative.com. The subject line should be "Art Studio Tour." Check one option below:

Art submitted:  2 TIF files enclosed on disc or flash drive  2 TIF files e-mailed to Sy Novak

Number of Brochures your Tour Stop needs (standard batch is 25) \_\_\_\_\_ This is less than in years past as we are doing an Island-wide mailing to every address on Vashon.

- **Mail (allow 7 days):** this information sheet, Tour fee worksheet, task form, map location, disc or flash drive (if applicable) and payment to:

Sy Novak  
14930 Westside Hwy SW, Vashon, WA 98070

**OR Deliver to:** Sy Novak  
14930 Westside Hwy SW  
DO NOT PUT IN THE STREET MAILBOX  
Drive up the driveway; the Application Box is clearly marked.

## **Deadline for application is Saturday, September 30, 5 pm.**

**Saturday-Friday, November 4-10, 10am -6pm:** Plan to pick up your brochures and other tour materials at Reimnitz Studio, 23514 Kingsbury Rd. If you can't be there, please send someone in your place. **Please mark your calendar NOW.**





**Please return this Tour Fees worksheet,  
Application, Task Form, payment and images.**

You must be a member to participate.

**Additional group members:**

Name _____	Member <input type="checkbox"/> yes <input type="checkbox"/> join <b>\$20</b>	
email _____ phone _____	<input type="checkbox"/> <b>Additional Artist in Studio \$40</b>	
task choice _____	<input type="checkbox"/> <b>Off-Island Artist in Studio \$75</b> (includes 2023 membership)	
Name _____	Member <input type="checkbox"/> yes <input type="checkbox"/> join <b>\$20</b>	
email _____ phone _____	<input type="checkbox"/> <b>Additional Artist in Studio \$40</b>	
task choice _____	<input type="checkbox"/> <b>Off-Island Artist in Studio \$75</b> (includes 2023 membership)	
Name _____	Member <input type="checkbox"/> yes <input type="checkbox"/> join <b>\$20</b>	
email _____ phone _____	<input type="checkbox"/> <b>Additional Artist in Studio \$40</b>	
task choice _____	<input type="checkbox"/> <b>Off-Island Artist in Studio \$75</b> (includes 2023 membership)	
Name _____	Member <input type="checkbox"/> yes <input type="checkbox"/> join <b>\$20</b>	
email _____ phone _____	<input type="checkbox"/> <b>Additional Artist in Studio \$40</b>	
task choice _____	<input type="checkbox"/> <b>Off-Island Artist in Studio \$75</b> (includes 2023 membership)	
Name _____	Member <input type="checkbox"/> yes <input type="checkbox"/> join <b>\$20</b>	
email _____ phone _____	<input type="checkbox"/> <b>Additional Artist in Studio \$40</b>	
task choice _____	<input type="checkbox"/> <b>Off-Island Artist in Studio \$75</b> (includes 2023 membership)	
Name _____	Member <input type="checkbox"/> yes <input type="checkbox"/> join <b>\$20</b>	
email _____ phone _____	<input type="checkbox"/> <b>Additional Artist in Studio \$40</b>	
task choice _____	<input type="checkbox"/> <b>Off-Island Artist in Studio \$75</b> (includes 2023 membership)	
<b>TOTAL</b>		



# Tour Task Form

**All participating artists  
please return this Task Form with your application  
by Saturday, September 30, 5pm.**

The Vashon Island Studio Art Tour is a Group Effort.

It succeeds from the energy, co-operatively of all artist participants.  
Essential for a good Tour is getting the word out: off-Island, on Island and SOCIAL MEDIA.

Every participant chooses a task.

Within a group studio, each member participates in some way to advertise the tour.

OFF-ISLAND BROCHURE AND POSTER DISTRIBUTION: **Early November through Tour.**  
The goal is a 30 mile radius from the island. Buddy-up, go to your assigned area of choice, hit about 10 shops, galleries, coffee stands, etc. and have lunch. Take brochures to work, take brochures any time that you go off-Island. Do you know any one who has a Farmers' Market stand? There will be Q-Codes on posters/brochures to direct readers to our enhanced website.  
Committee chairs:  
Zuzana Korbelaarova zuz@zuzko.com 206-851-8181 and Kedar Mankad mankad.kedar@gmail.com 732-476-4957

~~SEALS ON BROCHURES **Sunday-Saturday November 12-18**, pick up materials at Sy Novak's, see return on below. **Sy no later than Saturday November 18, 5pm. Do not choose this task if you will be out of town during the 2 months before Tour, as the schedule is often condensed and dates are approximate.**~~  
**TASK FULL**  
Committee chair: Sy Novak sy@novakcreative.com 206-567-0056

INTERNET PUBLICITY: **September-December**, Skills wanted! Online magazines, news outlets, blogs, Gallery sites  
Committee chair: Lindsay Hart info@outstandinggallery.com 206-419-0199

SOCIAL MEDIA: **Ongoing** We need content from artists/studios for Facebook, Instagram, Twitter.  
1 minute videos of working in your studio, photos and text of working in your studio  
Go to studios and make THEIR video.  
Committee chair: Lindsay Hart info@outstandinggallery.com 206-419-0199

ON-ISLAND BROCHURE DISTRIBUTION: **Mid October through Tour.**  
Very few people needed for this, please choose another task as well, preferably off-Island distribution as this is critical to our success. Posters and brochures need to go to Island businesses. Weekly refreshing of brochure locations.  
Committee chairs:  
Corinne Lightweaver clightweaver@gmail.com 310-991-7861 and Chuck Bonsteel chuckbonsteel@icloud.com 253-677-9093

Name: \_\_\_\_\_ Name of your Tour Stop: \_\_\_\_\_

E-mail (write legibly please): \_\_\_\_\_ Phone #: \_\_\_\_\_

**Group locations, please use application form to indicate the task choices of each of your group members.**



- Print this map.
- Please mark your location carefully with a dot.
- Make sure your dot is on the correct side of the street.
- If your street is not on the map, please draw it in.
- return the printed map with your location with your application, task sheet and application fee.
- We will use your mark to proof.

Thank you!

Name: \_\_\_\_\_

Address: \_\_\_\_\_

