



2024 VIVA Spring Studio Tour

10am - 5pm, May 4-5 & 11-12

Questions? Email: Tour@vivartists.com

APPLICATION DEADLINE:

Wednesday, February 28, 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, drop box or email by 5 pm, Saturday, February 28. 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:

- **Sunday–Saturday, April 7-13**, 10 am - 6 pm, Bag Days, pick up materials (brochures & signs) at Reimnitz Studio, 23514 Kingsbury Rd. Their studio is just around the corner from their garage. Follow the signs from the garage. It will be unlocked. Your bag/signs will be clearly marked with your Tour stop number.
- **Saturday & Sunday, May 4-5 & 11-12**, 10 am to 5 pm
VIVA Spring Studio Tour
- **Tuesday - Monday, May 14-20**, 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 \$25 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 means that we work as a group for success. Our fee is the lowest in the region because we are volunteers and work together. Please sign up for a Tour Task.

- 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 Studio, Play Area Studio

Gallery: Swiftwater Gallery, Valise Gallery, Hardware Store

FEES: You must be a member to participate (\$25)

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

Studio fee: \$250 for studio, includes ONE VIVA member

Additional artists fee: \$40 per each additional artist at your Tour stop. ie, a studio with 2 VIVA member artists would pay \$290.

Gallery fee: \$310 (flat rate)

Off-Island guest artist \$75 (this includes 2024 membership)

ARTIST BENEFITS:

PROMOTION:

- **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, **Sunday–Saturday, April 7-13, 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.**
 - **At least one image from your stop will be used in the brochure. Please provide TWO HIGH RES images per the "Preparing Your Images" document. YOU MUST follow these guidelines.**
 - **WEBSITE/SOCIAL MEDIA:** Submit your longer text content via the online form at <https://vivartists.com/viva/events/tour-web-information/>. **Each Tour stop is encouraged to submit 2 additional images per artist at your stop for use on web/social.** The online form includes directions for sending images.
 - **E-VITE:** You will receive an e-vite and brochure PDF by April. Please email this to your contacts to expand our publicity.
 - **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, May 20th. **Anyone not returning their signage by that date will be charged for the signs (\$170).**
- 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.

QUESTIONS? Contact Lindsay Hart, tour@vivartists.com



Application

2024 VIVA Spring Studio Tour

10am - 5pm, May 4-5 & 11-12

Deadline for Entry: Wednesday, February 28, 5 pm

**Return this Application with Tour Fees worksheet,
Task Form, Map, payment & images (unless uploading/emailing)**

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 Studio (36 characters MAX (this means letters & spaces) _____

For brochure, 1 website, 1 phone number and the mediums you are 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. To upload your description and additional images, go to <https://vivartists.com/viva/events/tour-web-information/> Deadline to upload the additional info is March 19th.

Street Address of Tour Stop _____

Phone # at Tour Stop _____

Website Address (for publication) _____

Studio Contact Person _____

Contact email: _____ Post address on VIVA website? Y N

Mailing Address _____

Contact Phone # _____

Number of Brochures your Tour Stop needs (standard batch is 20) _____ This is less that in years past as we are doing an Island-wide mailing to every address on Vashon.

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

- **Images:** Submit 2 photos (300 dpi TIFs) of your work one of three ways: on disk or flash drive and include with application, OR email to Sy@NovakCreative.com, subject line “Art Studio Tour,” OR upload to: <https://bit.ly/Spring2024-PrintImages>

Check which method you used below:

- 2 TIF files on disc or flash drive 2 TIF files e-mailed to Sy Novak 2 TIF files uploaded to Dropbox

- **Mail (allow 7 days):** this information sheet, Tour fee worksheet, task form, map location, disc or flash drive (if applicable) and check made out to “VIVA” 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; Drop off Box is clearly marked.

Deadline for application is Wednesday, February 28, 5 pm.

Sunday–Saturday, April 7-13, 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.**



Tour Task Form

**All participating artists
please return this Task Form with your application
by Wednesday, February 28, 5pm.**

Vashon Island Studio Art Tour is a *Group Effort*.

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

**We encourage ALL tour participants, whether at a solo or group studio, to help advertise
the tour by choosing one of these tasks.**

- 1. OFF-ISLAND BROCHURE AND POSTER DISTRIBUTION: Early April through Tour.**
Critically important! 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. There will be QR-Codes on posters/brochures to direct readers to our enhanced website.
Committee chairs:
Chuck Bonsteel chuckbonsteel@icloud.com 253-677-9093 and Zuzana Korbelaarova zuz@zuzko.com 206-851-8181
- 2. ~~SEALS ON BROCHURES~~ Pick up materials at Sy Novak's seal, return completed to Sy. (Estimated week of April 14) **CLOSED****
This is a very popular task, easy and fast. If you want to do this task get your application in early as it fills up in about a week. Do not choose this task if you will be out of town during the 2 months before Tour.
~~Committee chair: Sy Novak sy@novakcreative.com 206-567-0056~~
- 3. INTERNET PUBLICITY: March–May. Identify** Online magazines, news outlets, blogs, Gallery sites
Committee chair: Lindsay Hart tour@vivartists.com 206-419-0199
- 4. SOCIAL MEDIA: Ongoing** We need content from artists/studios for Facebook, Instagram, Twitter.
Do you have the time to make videos at various tour stops other than your own?
Committee chair: Lindsay Hart tour@vivartists.com 206-419-0199
- 5. ON-ISLAND BROCHURE DISTRIBUTION: April 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: Tara Brenno tarabrenno@gmail.com 206-326-9455

Name: _____ Name of your Tour Stop: _____

E-mail (write legibly please): _____ Phone #: _____

For Group locations, please indicate task choices of group members on the application.



- 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: _____

