



Rockingham County Arts Council

2011 ARTISTS OPEN STUDIO TOUR

November 11-12, 2011

The Rockingham County Arts Council is thrilled to work with the artists and craftsmen of Rockingham County in our 1st Annual Open Door Studio Tour. This is the perfect chance for you to showcase your art to visitors in your own studio or home!

Make your plans now to be a part of this tour! The tour dates are November 11-12, 2011.

Registration fees are as follows:

- \$15 for RCAC members
- \$25 for non-members (If you are not already a 2011 RCAC member, information for becoming a member is [attached to this packet.](#))
- \$100 for groups of five or more artists displaying in one location

All registration fees will be put toward promotion, including ads, maps, flags, signs and more for the Studio Tour. **The deadline for registration is September 1, 2011.** No late registrations will be accepted.

If you would prefer not to open your studio to tours but would still like to participate, please contact us as we are working with area restaurants and businesses who can showcase art on the tour weekend.

There will be an exhibit of participating artists' work at the Dan River Art Market & Gallery November 10-14, 2011, with a **reception to be held on Saturday November 12.** No commission will be collected by the RCAC for work sold during the Open Studio Tour except for work(s) displayed in the RCAC gallery.

The RCAC will promote the tour in the markets of greater Rockingham County. A brochure/map will be produced, highlighting your artwork and featuring a map to the artists' studios. This same information will be posted on the Rockingham County Arts Council website, www.artsinrockingham.org, which attracts thousands of visitors each month.

Why An Open Door Studio Tour?

The late fall is an ideal time for early holiday shoppers. Because folks travel to the artist's studio, other businesses profit by being "on the path", providing lunch, dinner, gasoline, lodging and other necessities for a road trip making this a profitable and fun venture for everyone. The concept provides many different opportunities: meeting artists and learning about art, better awareness and support of local artists, weekend adventures and entertainment, education of art and craft, inclusion of restaurants, hotels and other local businesses. We hope that groups and friends will carpool together and visit places and people that are new and exciting to meet. We anticipate the Studio Tour will be a weekend of shopping, lunch, dinner, overnight fun and more that will become a regular part of Rockingham County culture.

Please read the information in the packet carefully. If you have any questions about the Artists Open Studio Tour, please contact us. Thank you for your interest and participation!

Sincerely,

Kathryn Gauldin
Executive Director
Rockingham County Arts Council
1122 NC Hwy 65
P.O. Box 83
Wentworth, NC 27375

director@artsinrockingham.org
www.artsinrockingham.org

Phone: 336.349.4039
Fax: 336.349.4099

The RCAC is the focal point/umbrella organization for the arts and information about the arts in Rockingham County

TERMS OF PARTICIPATION

1. RCAC Artists Open Studio Tour dates:

Friday, November 11, 2011 & Saturday, November 12, 2011

2. Registration fees, contracts and images deadline: September 1, 2011

Rockingham County Arts Council 2011 Member fee: \$15 Non-member fee: \$25 Groups 5+: \$100

Membership information is [included in this packet](#). All fees, forms, contracts, artist statements/bios and images are **due by September 1, 2011**. Due to the need for press and printing deadlines, no late registrations or materials will be accepted.

3. Sales:

The Rockingham County Arts Council is waiving their commission on all artwork sold during the tour with the exception of work displayed at the actual RCAC Gallery location. Normal commission prices apply.

4. Dan River Art Market & Gallery

- Two to three pieces of each artist's original work may be exhibited at the Dan River Art Market & Gallery exhibit.
- Each piece must not exceed 50 pounds or 40 inches in any direction unless special permission is obtained. Artwork must be received ready to install with proper hanging devices attached. Please contact us with questions.
- All artwork must be labeled with name, email address, phone number, title of work, medium and price.
- The exhibit runs from November 10-14.
- The take-in date is Monday, November 7; 11:00 am to 4:00 pm. Call for additional appointment time.
- A reception will be held on Saturday, November 12, 2011 at the Dan River Art Market & Gallery.

5. Liability:

Studio liability is the responsibility of the artist. It is recommended that you obtain liability insurance on your homeowner's policy for the tour weekends.

6. Signage and flags:

The Rockingham County Arts Council Studio Tour will provide two signs as needed for each artist. Signs and flags must be returned to the Arts Council at the end of the tour.

7. Artists statement and images:

To be included in printed promotional material, participating artists must submit images and an artist statement/bio by August 5, 2011. Detailed instructions are attached.

8. Shared space:

Participants may share a space with another participating artist. If a group of five or more artists chose to share a space, the group rate applies. If you are not within Rockingham County or you don't have a studio that is prepared to receive guests you may lease a location or exhibit with an artist who is or exhibit at the Dan River Art Market & Gallery. All artwork must be originated by the artist.

Note: Only your artwork or the artwork of artists sharing studio space and paying the registration fee may be displayed during the tour.

9. Work requirement:

Each artist will be required to put in two hours of "volunteer" work. Without the help of volunteers this event could not happen.

Volunteer jobs are as follows:

- A. Gallery sitting (RCAC or participating Studio)
- B. Flag assembly, distribution and pick-up.
- C. Reception organization (RCAC and participating Studio or Business) and other assistance
- D. Various administrative tasks (Please contact RCAC for our list)

SUBMISSIONS FOR PRINTED MATERIALS AND WEB SITE

The following must be received by the Rockingham County Arts Council **by September 1, 2011**, to ensure inclusion in the catalog and the Web site (between July 1, 2011 and September 1, 2011).

Photography of your artwork

Please provide one image of your artwork for use in the catalog. In addition to the catalog image, we will accept up to three artwork images and an image of you working in your studio, if you have one, for use on our Web site. Digital images are preferred.

Digital image specs

- 1. 300 ppi (pixels per inch)
- 2. At least 4" in both directions
- 3. Color
- 4. File format should be jpg, psd or tiff
- 5. Should be labeled with the artist's name.

Artist Statement and/or Bio

You may also mail photographs or a CD containing your images and artist statement/bio to:

Rockingham County Arts Council

P.O. Box 83

Wentworth, NC 27375

APPLICATION FORM

Name: _____ Phone: H: _____ C: _____

Web site: _____ Email: _____

Additional Social Media sites (blogs, Facebook, etc.): _____

Mailing Address: _____

1. I will be exhibiting my artwork in:

My Studio A shared studio. I will be sharing space with _____

2. Registration Fees: \$15 for 2011 RCAC members. \$25 for non-members. \$100 for groups of 5 or more artists displaying together.

Total Enclosed \$ _____ Your payment must be submitted with your application.

Check payable to the Rockingham County Arts Council

OR

Please charge my VISA OR MasterCard

Account # _____ Expiration Date _____

Authorized Signature _____

3. Medium/media _____

4. Specific Artist or Studio Name to be used in the publicity: _____

5. Artists statement for Web site (100 words or less). You may email text to info@artsinrockingham.org

Include information about the medium(s) you work in, where you receive your inspiration, awards, etc. We'll also include a link to your Web site.

Digital images and artist statement/bio text may be emailed to: info@artsinrockingham.org.

6. Volunteer work preference:

Gallery sitting Flag assembly Reception Administrative tasks

7. Physical studio address _____

8. Directions to your studio: _____

RCAC ARTISTS OPEN DOOR STUDIO TOUR CONTRACT

Name _____

Phone _____ Email _____

The Rockingham County Arts Council agrees to:

- 1. Provide advertising for the event – Web site, print and radio artist promotion, etc. (in Rockingham County and surrounding counties as well as in Virginia).
- 2. Provide a map that includes studios and businesses on the tour (note deadline of September 1).
- 3. Provide signage to direct visitors to the studios (as needed).
- 4. Organize a reception for artists and visitors at the Dan River Art Market & Gallery on Saturday evening, November 12.

Artists agree to:

- 1. Submit applications, fees, images and bios by September 1, 2011.
- 2. Keep their studios open to visitors during the designated times of the tour and to meet basic standards of safety and cleanliness displaying a sufficient quantity of gallery-ready art.
- 3. Work a minimum of two hours on shared tasks such as gallery sitting, assembling flags, various administrative duties, helping with reception, etc.
- 4. Artists' tour responsibilities: pick up tour signs, post signs to direct guests to your studio, pay any applicable local, county, state fees and taxes as required, remove signs at the end of the tour, and return signs to the RCAC.
- 5. Complete and return an evaluation questionnaire at the end of the tour.

The fees and information for participation must be submitted by September 1, 2011 or forfeit involvement.

I understand it is my responsibility to provide the proper address, phone # and digital image to promote my studio location.

I understand I, the signer, am responsible for the safety of the visitors while at my studio. The Rockingham County Arts Council and the RCAC Artist Studio Tour will not be responsible for any liabilities that may happen at my studio tour location during the event.

This contract is not valid until signed and dated.

Relating to participation in the activities associated with the 2011 RCAC Artist Studio Tour:

In consideration of provision of the activities associated with the 2011 RCAC Artist Studio Tour, the undersigned hereby releases, forever discharges and agrees to hold harmless the RCAC Art Studio Tour Steering Committee, board of directors, staff and assigns, and event sponsors from and against any and all liability, claims, demands, lawsuits and expenses of any kind including attorney fees arising from personal injury, sickness, death, or property damage of any kind whatsoever which may be incurred or suffered by the undersigned as a result of participation in the above described activity.

The undersigned further agrees to indemnify and hold, RCAC Artist Studio Tour Steering Committee, board of directors, staff and assigns, and event sponsors, harmless from and against any and all claims, demands, actions, lawsuits, and liabilities, including attorney fees and expenses sustained by third parties as a result of negligent, willful or intentional acts of the undersigned and/or participant, (if participant is 18 or under).

I agree to participate in the Rockingham County Arts Council (RCAC) Artist Studio Tour and agree to pay the participation fee. The money collected from artist fees will be used entirely for promoting the RCAC Artist Studio Tour.

Signature _____ Date _____

RCAC and Dan River Art Market & Gallery, P.O. Box 83, 1122 NC Hwy 65, Wentworth, NC 27375
Phone: 336.349.4039 FAX: 336.346.4099 www.artsinrockingham.org

[BENEFITS AT ALL LEVELS: BECOME A 2011 RCAC MEMBER TODAY! See enclosed information.](#)

Checklist:

Application process:

- Fill out RCAC Artist Studio Tour Artist's Information Form and Participation Contract completely
- Please email 3 representative images of your work, the URL of your website or mail a CD of your work.
- Enclose signed check for \$15/members, \$25 non-members payable to RCAC / \$100 for group of 5 or more
- Mail application packet to: Rockingham County Arts Council, P.O. Box 83, Wentworth NC 27375.
- Thumbnail digital image emailed to info@artsinrockingham.org OR
- CD image mailed to RCAC, P.O. Box 83, Wentworth NC 27375
- Incomplete applications will not be accepted.

September 1, 2011 is the postmark deadline for the application and thumbnail image.

Artist's Application Checklist:

- _ A check \$15/members, \$25/non-members, \$100/groups of 5 or more
- _ Return RCAC Artist Studio Tour Artist's Information Form and RCAC Participation Contract
- _ Make sure both are filled out completely
- _ Make sure the contract is signed
- _ Photos or CD or URL of your website as specified
- _ A self-addressed, self-stamped envelope for information return
- _ Mail RCAC, P.O. Box 83, Wentworth NC 27375

Thumbnail digital image checklist:

- _ Thumbnail digital image must be no larger than 700 pixels on the longest side. It should be at least 300 dpi.
- _ Email thumbnail digital image to info@artsinrockingham.org Mail CD of thumbnail digital image to RCAC P.O. Box 83, Wentworth NC 27375

Mail Completed Application, contract and membership form to:

Rockingham County Arts Council, Inc.

Mailing Address:

PO Box 83; Wentworth, NC 27375

Physical Address:

1122 NC Highway 65; Reidsville, NC 27320

Phone: 336-349-4039 Fax: 336-349-4099

Email: info@artsinrockingham.org

www.artsinrockingham.org