

2020 Placitas Studio Tour Guidelines

*The 23rd annual Placitas Studio Tour (PST) will take place
Mother's Day weekend, May 9 & 10, 2020.*

Application:

Please read the full Artist's Rules before filling out the PST application form.

- All artists must live in Placitas or maintain their primary studio in Placitas.
- No guest artists from elsewhere are eligible.
- To retain the integrity of the tour, artists may sell only their own original items and editions. Nothing created from commercially available kits is permitted.
- Artists may share a studio location. Each artist must still apply individually and submit their individual application form and payment. There is a limit of three (3) artists at one studio location.
- Artists must commit to a studio location at time of application.
- Artists **MUST** be open both days of the tour from 10 a.m.– 5 p.m. Your commitment to honor these hours benefits all participating artists and the public that attends and supports the PST.
- Artists are responsible for collecting and reporting the applicable taxes of 6.375% on their sales.
- Artists are required to attend the Mandatory Meeting, March 10, 2020 at the Placitas Community Senior Center, 41 Camino De Las Huertas, Placitas. If the artist is not available to attend, they must send someone in their place. (See Artist Rules).
- Artists receive their brochures; get an overview of the tour, meet their Sign Captains and their fellow artists and Board members; learn of additional advertising opportunities and sign up for work parties.
- Artists are required to volunteer for one of the tasks that help us create a successful tour. See (Artists Rules).
- Artists are required to sign the Hold Harmless Agreement and return it with their completed application.

Volunteer Opportunities:

- ❖ Each participating PST artist is **REQUIRED** to volunteer for a specific studio tour task.
 - **Advertising/Marketing**
Coordinator: Barbara Burzillo @ bbcarl@aol.com
 - **Exhibits**
Coordinator: Dorothy “Bunny” Bowen @ bunny@db-bowen.com
 - Placitas Artists Series/Placitas Studio Tour Collaborative Reception — April 19, 2020
 - ABQ Sunport Display — May1–June1, 2020
 - **Hospitality**
Coordinator: Mary Hofmann @ khofmann01@comcast.net
 - Mandatory meeting — March 10, 2020
 - PST Kickoff Party — May 7, 2020
 - Placitas Artist Series/Placitas Studio Tour Reception — April 19, 2020
 - **Sign Assembly**
 - Dates and locations for Signage work parties will be sent in separate emails to all 2020 artists by Nancy Holley
 - **Saturday, May 16, 2020 — PST After-Tour — COORDINATOR NEEDED**
 - Coordinate PST artist studio locations that will open their doors to fellow PST artists
 - Create after PST studio location map
 - Coordinate PST After-Tour car caravan
 - Be the “time keeper” for each visit
 - Length of tour depends on how many studios participate in the PST After-Tour

PST Payment Information:

- ❖ **Studio Tour Fee:**
 - \$230.00 per artist.
 - Collaborative artists working on the same piece of art: \$230.00
 - Make checks payable to: Placitas Studio Tour (PST)

Hold Harmless Agreement:

- ❖ Artists must sign and return with their completed PST application for studio tour and/or:
 - Artists must sign and return with their completed PST application for studio tour.
 - Artists must sign and return with their completed PST application for studio tour.

Images:

- ❖ **Artists must provide**
 - A professional quality digital image of their work for the brochure
 - Image size for the brochure is 2” square at minimum of 600 x 600 pixels
 - **Email image to Joan Fenicle @ joanf41@gmail.com**
 - Accepted artist(s) to the tour who do not provide the correct image will have the PST logo image displayed in the brochure.
 - Artist must describe their work:
 - 8–10 words for brochure
 - 40 words for website. Complete sentences are appreciated.
 - Participants and sponsors appear on the PST website for a year with links to their websites.
 - Note: although we use square images in the brochure and for the website, thumbnails, your web image can expand to the entire image dimensions, up to 600 pixels wide. Send to bunny@db-bowen.com
 - **Optional:** Publicity image (600 dpi at 6 inches on the longest side)
 - ❖ For questions concerning images, contact: Joan Fenicle @771-4007
 - ❖ For questions concerning images on the PST website, contact: Bunny Bowen @ 867-2731

Dates to remember:

- **Application:**
 - All 2020 PST Artists Applications must include:**
 - **Signed Artists Application, Hold Harmless Agreement and Images(s)**
 - Payment of \$230.00 per artist
Make checks payable to: Placitas Studio Tour (PST)
 - Artist Application must be **postmarked by January 15, 2020** and mailed to:
PO BOX 946, Placitas, NM 87043
 - NOTE: THERE IS NO DROP OFF LOCATION**
- **Mandatory Meeting: Tuesday, March 10, 2019**
Placitas Community Senior Center, 41 Camino de Las Huertas, Placitas, NM
Reception: 5:30–6:00 p.m.
Meeting starts at 6:15–8:00 p.m.
 - Artists receive their brochures; get an overview of the tour, meet their Sign Captains, fellow artisans and Board members and learn of additional advertising opportunities and sign up for work parties.
 - If you are unable to attend, you will need to send someone in your place who introduces themselves as representing you in your absence.
- **Thursday, May 7, 2020 — PST Kickoff Party — Potluck**
 - Dianna Shomaker’s home, 161 Camino Barranca
Additional information will be emailed
- **Saturday, May 16, 2020 — PST After-Tour**

➤ **Tips for Artists:**

- Artists are encouraged but not required to offer **simple refreshments** for their studio tour guests. Do label food and drink to avoid **allergic reactions**.
- Artists are highly encouraged to send **personal invitations** or notices to their collector/ mailing lists and social media outlets, like Facebook, Twitter, Instagram.
- A PDF version of the brochure and PST postcard will be furnished for you to use.
- Artists are strongly encouraged to view the tour's **Facebook** page, comment, and share with their friends/family.