



PLACITAS STUDIO TOUR 2012 – APPLICATION

Plans are underway for the fifteenth annual **Placitas Studio Tour**, on Mothers' Day weekend, **May 12 & 13, 2012**. All Artists and Artisans must either live in Placitas or maintain their primary studio here. To uphold and retain the integrity of our tour, artists may sell only their own original items and editions, nothing created from commercially available kits. **Deadline for sign-up is February 14. No exceptions!**

We are joining the current trend in tours and eliminating the start point. The costs of renting a tent, a porta-potty and hiring overnight security will be much better spent on additional advertising. Feedback from visitors indicates that most have utilized www.placitasstudiotour.com ahead of time and that is clearly the better system, with direct links to artists' websites for further browsing. Most of you will be relieved not to have to create pages for the binders, which now seem like a rather outdated mode of information sharing. We will discuss related issues at the mandatory meeting. Each participant will receive 75 promotional brochures. Extra copies for mailing may be purchased for a nominal fee. Sponsors will also receive an increased number of brochures.

Our excellent directional signs will be posted to facilitate finding even the most remote studios. We will advertise as funds allow, seek coverage in the local media and post the event in all local calendar listings. We will have a large display ad in the May issue of the *Sandoval Signpost*. Please note that the thumbnails on the website and the images on the brochure will be square. If you do not submit square images, we will crop them.

Tour fees are kept low by the **participation of ALL ARTISTS** in various aspects of producing the event; most importantly, creation and placement/pick-up of the directional signs. Do not apply unless you are willing to participate in this way or can offer a stand-in if you are unable to personally help.

By signing the application, each artist agrees to:

- *Pay \$200 by 2/14/12. This includes an image of your work in the guide and on the website. Send a high quality jpeg, tiff or PDF file directly to Marce Rackstraw by February 14 (see box below).*
- *Commit to a location. Artists may double up at one studio - EACH ARTIST STILL PAYS THE FEE.*
- *Commit to being open both Saturday and Sunday, 10 AM - 5 PM. (If you cannot be present both days, assign someone who can speak knowledgeably about your work and process.)*
- *Be responsible for collecting applicable taxes on sales.*
- *Be encouraged, but not required, to provide simple refreshments such as lemonade, tea, cookies.*
- *Be encouraged to send invitations or notices to your own mailing list.*
- *Attend the **MANDATORY** orientation meeting on **Tuesday evening, April 10. Mark your calendar.***
- *Attend a minimum of 2 work parties - or send a stand-in.*

Kick-off party will be on Thursday, May 10, 2012, at a location to be decided.

The Artists' tour of sites will be on Saturday, May 19, for those who are able to participate.

*For more information, call:
Riha 771.1006 or Bunny 867.2731*
**Send Images (300 dpi at 2 inches square)
to Marce via e-mail
mrackstraw@yahoo.com**

*Send application (page 2), and payment to:
Riha Rothberg/PST
07 Placitas West Road
Placitas, NM 87043*

Placitas Studio Tour - Application Form – must be received by 2/14/12

Please fill out in full, even if you have been a participant before.

NOTE: Do not fill out this application without reading the guidelines on the previous page.

Name _____ Postal Address _____

Studio Location (if different) _____

Phone _____ Fax _____ E-mail _____

Website _____

Please include or attach a brief description of your work **for the website (complete sentences, please) :**

If you work in several media, which one gets top billing?

Do you plan to do a demonstration?

Do you want your e-mail or website listed in the tour guide?

Do you want your address and phone number on the website?

Directions from Highway 165 to your studio (this for map placement – it does not get published per se):

- I have read the application in full. I will participate in the Tour - check enclosed for \$200 (**Payable to: *Placitas Studio Tour***). I will provide a *high quality* square digital image for the guide **no later than Feb.14.**

If you would like to be a PST sponsor, please contact Wmikosz@comcast.net for details.

Signature _____ **Date** _____

Placitas Studio Tour is not responsible for damages, thefts, personal injury or conditions arising from inclement weather. Payment constitutes acceptance of the terms and conditions stated herein.

Send this page only, with payment to:

Riha Rothberg/ PST

07 Placitas West Road

Placitas, NM 87043

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