



## CALL FOR ARTISTS

**RiverArts 17<sup>th</sup> Annual Studio Tour**  
April 24<sup>th</sup> & 25<sup>th</sup>, 2010  
**Application Deadline: Friday February 19th**

January 22, 2010

Greetings from the RiverArts 17<sup>th</sup> Annual Studio Tour planning committee. We look forward to your involvement in this year's tour on April 24<sup>th</sup> and 25<sup>th</sup>.

For the 2010 tour, we again encourage artists who do not have available studio space to utilize other venues by sharing studio space with other artists or by finding public space on their own. Any shared venue should have six artists at maximum.

The tour welcomes artists who live or work in Ardsley, Dobbs Ferry, Hastings-on-Hudson, or Irvington. If you know any artists from the River towns who have never participated in the tour or have not been part of the tour in recent years, please encourage them to visit our website, [www.riverarts.org](http://www.riverarts.org) to download an application. Any additional questions can be addressed to [studiotour10@yahoo.com](mailto:studiotour10@yahoo.com).

**THE DEADLINE FOR ALL APPLICATIONS IS FRIDAY, FEBRUARY 19<sup>TH</sup>.**

**Back again this year:** Once again, the tour will feature three concurrent preview exhibitions that will be open throughout April. An opening reception will be held at each venue the weekend prior to the tour.

The public will be encouraged to attend all of the opening receptions and exhibitions, where maps for the tour will be available. Artists on the tour will be able to leave publicity material at each location. Participating artists may exhibit their preview work at one preview show location: in the village where they live or work. (Ardsley artists will participate in the Dobbs Ferry show.) This should give artists more exposure in the villages and a better opportunity to connect with their peers. We also hope it will generate more publicity for the tour.

To promote the event, we will print 15,000 full color brochures with a map of the tour locations and a thumbnail of each artist's work. Ads will run in the Enterprise, Hudson Independent, the River towns Guide and possible other publications. Our goals for the website include an interactive tour map, thumbnails of artists' work and links to artists' websites. We will also promote the event on Facebook.



**After completing your registration and payment, please email the following to [studiotour10@yahoo.com](mailto:studiotour10@yahoo.com):**

- A digital image of one of your works and / or your studio
- Your name, studio address and phone number as they should appear on the map (To avoid errors on the map, please provide an explanation of exactly where your studio or tour stop is located, including cross streets.)
- Your website address (if applicable)
- A five-word description of your style and / or medium
- A twenty-word artist's statement (optional)

We welcome and need your active participation to make this a successful tour. RiverArts is a volunteer organization, and this year we ask for your support in reaching out to the community. Please help us put up posters and get maps to the public or assist us with preview shows and receptions. To encourage this, we will waive \$20.00 of the application fee for any artist who volunteers to help. If you'd like to participate in this way, please check off one or more of the options on the application form, and we will be in contact with you.

To reiterate, our goals this year are to:

- Enrich and enhance the visual art community
- Encourage the public to gain intimate contact with artists and uncover the artistic process
- Provide new opportunities for artists to sell their work and gain exposure
- Publicize the event to the best of our abilities
- Have an enjoyable event for everyone

Sincerely,

The RiverArts Studio Tour Committee:

Ellen Crane, Chairwoman

Committee: Helen Elliott, Tracy Calvin, Lea Carmichael, Hope Davis, Paula Romanow Etzel, Carol Hayward, Jennifer Orkin Lewis, Liz Selzer, Robin Zane

**REGISTRATION FORM**

**RiverArts** 17<sup>th</sup> Annual **Studio Tour**  
April 24<sup>th</sup> & 25<sup>th</sup> 2010

**DEADLINE FOR REGISTRATION AND PAYMENT: FRIDAY, FEBRUARY 19th, 2010**

Name:

Studio or Tour location address:

Studio Telephone:

Cell phone:

Telephone to be used on the brochure:

Email:

Website:

Home address and phone:

Preview Show location (check one): Hastings \_\_\_\_\_ Dobbs Ferry \_\_\_\_\_ Irvington \_\_\_\_\_

Five Word description of your medium:

OPTIONAL:

I will volunteer as follows:

**(Volunteers will have \$20 deducted form their application fee in return for their help)**

\_\_\_\_\_ I will put up posters in a designated area.

\_\_\_\_\_ I will help set up / clean up at one of the opening receptions.

\_\_\_\_\_ I will help with preview shows.

RATES:

\_\_\_\_\_ \$65 RAC Member

\_\_\_\_\_ \$100 non-member

\_\_\_\_\_ \$95 if you wish to join RiverArts at this time and register for the tour

(\$30 RAC artists' membership rate + \$65 tour fee)

\_\_\_\_\_ **\*subtract \$20.00 if you are volunteering to help with the tour**

Amount enclosed \$ \_\_\_\_\_

Please complete and mail this form with check payable to:

**RiverArts**  
Studio Tour Committee  
P.O. Box 60  
Hastings-on-Hudson, NY 10706