



CALL FOR ARTISTS

RiverArts 2011 Studio Tour
April 30th & May 1st, 2011

Application Deadline: Friday February 25th

January 25, 2011

We are excited to announce our plans for the RiverArts 2011 Studio Tour. The tour welcomes artists who live or work in the villages of Hastings, Dobbs Ferry, Ardsley and Irvington. Last year, the tour included some temporary installations in commercial spaces, which complemented the working studios. In order to continue that innovation, we are hoping to secure spaces in Irvington, Dobbs Ferry and Hastings. Please indicate if you are interested in one of these spaces. Please email studiotour11@yahoo.com if you have a space to share or suggestions.

We are also bringing back the James Harmon Community Center in Hastings as a shared space for artists without studios. Artists' spaces at the Community Center will be in the main room, which can accommodate 13 artists, including those coordinating the location. Spaces at the Community Center will be available on a first come, first serve basis and will incur an additional \$45. If interested, please reserve a space with your registration.

This year's tour will feature two concurrent preview exhibitions, which will be open throughout April—at the Hastings Municipal Building and the Irvington Public Library. An opening reception will be held at each venue prior to the tour.

This year, we require RiverArts membership from each participating artist. Membership is available with registration. Register online at www.riverarts.org or by sending in the registration form with your check.

Contact studiotour11@yahoo.com with questions.

PR and Promotion

To publicize the event, we will print over 10,000 full color brochures with a map of the tour locations and a thumbnail of each artist's work, produce additional posters this year, and advertise in the Enterprise, Hudson Independent, Rivertownsguide.com and The Journal News. Our event will be listed in various publications throughout the county and the metro area. We hope to be featured again on Channel 13's Sunday Arts Calendar. Our goals for the website include an interactive tour map, thumbnails of artists' work and links to artists' websites. New this year, we plan to promote the event on Facebook and Twitter.



Your support would be appreciated if you have experience with PR or writing press releases and have suggestions about where we might place listings for the tour. Please email studiotour11@yahoo.com.

New exciting opportunity! We are looking into having One Book Press create a high quality full-color catalog of artists participating in the tour. To be included in the catalog, you would submit high-resolution images of your work and complete a questionnaire about your working process. Please indicate your interest on the application.

For inclusion on the map, please email a digital file (jpg preferred-ideally 1-2 MB) of your work to studiotour11@yahoo.com. If possible, please title your digital file with your last name. Example: Crane.jpg.

Support

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 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.

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, Chair

Committee: Carol Hayward, Helen Elliott, Jennifer Orkin Lewis, Lea Carmichael, Liz Selzer, Robin Zane, Liz Mackanesi, Inese Moore, Vicky Youngman

2011 Studio Tour
April 30th & May 1st 2011

DEADLINE FOR REGISTRATION AND PAYMENT: FRIDAY, FEBRUARY 25th, 2011

Name _____

Tour location address (include studio number) _____

Studio phone _____ Cell _____ Home _____

(Please include area code and check phone number to be used on the brochure)

Email _____ Website _____

Mailing address _____

Preview Show (check one) Hastings ____ Irvington ____

Five-word description of medium _____

____ I would like to reserve a space at the Community Center in Hastings

____ I don't have a studio and am interested in other potential spaces

____ I have studio space to share or a space to suggest (email details to studiotour11@yahoo.com)

____ I am interested in inclusion in the full color catalog

OPTIONAL: I will volunteer as follows:

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

____ I will put up posters or distribute maps in designated areas

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

____ I will help with preview shows.

____ I will help hang student art show

____ I will help with mailings

____ I will help edit the map

____ I will help with press releases / PR

RATES:

____ \$65 RAC Member

____ \$100 if you wish to join RiverArts at this time and register for the tour
(\$35 RAC artists' membership rate + \$65 tour fee)

____ \$45 to reserve a space at the Community Center in Hastings

____ -\$20 if you are volunteering to help with the tour

____ Total 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