



CALL FOR ARTISTS

RiverArts 2012 Studio Tour
April 28th & 29th 2012 / 11am-5pm
Application Deadline: February 25th

January 2012

Fine Art flows through the Rivertowns is our theme for the RiverArts 2012 Studio Tour. The tour welcomes fine artists who live or work in the villages of Ardsley, Dobbs Ferry, Hastings and Irvington and who work in the following media: ceramics, collage, mixed-media, painting, photography, print-making and sculpture. Jewelry may be exhibited as part of our holiday craft fair in December but will not be part of the Studio Tour this year. In the last two years, the tour included some temporary installations in commercial spaces to complement the working studios. We hope to include a limited number of these venues again. This year the artists who plan to use these alternate spaces must secure them. If anyone suggests potential shared spaces to the committee, we will share that information with artists seeking spaces for follow-up. If you register for the tour without a space and are unable to find one, your fee will be refunded. Please email studiotour@riverarts.org if you have a space to share or suggest.

This year's tour will feature two concurrent preview exhibitions that will be open throughout April—at the Hastings Municipal Building and the Irvington Public Library. Opening receptions will be held on Thursday April 19th from 7-9 pm at the Irvington Public Library and on Sunday April 22nd from 3-5pm at the Hastings Municipal Building.

We require RiverArts membership from each artist on the tour. Membership is available with registration. Register online at www.riverarts.org or by sending the attached registration form with a check.

Contact studiotour@riverarts.org with questions.

PR and Promotion

To publicize the event, we will print 10,000 full-color brochures with a map of the tour locations and a thumbnail of each artist's work. We will also produce posters 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 website will include a downloadable map, thumbnails of artists' work and links to artists' websites. We will also promote the event on Facebook and Twitter.

Can you help with PR? We hope that every artist will promote the overall event as well as his/her own work through social media. By linking to the RiverArts social media page and posting news as you prepare for the tour you will expand our community and build viewers for your work. Your support for PR would be especially appreciated if you have experience with PR, publicity, promotional writing and/or social media. Please tell us your suggestions about where we might place listings for the tour. Please email studiotour@riverarts.org.



Including your work on the tour map, online, and in RiverArts media

Please email a digital file (jpg preferred-ideally 1-2 MB) of your work to studiotour@riverarts.org.

Please title your digital file with your last name followed by the title of the piece.

Example: Crane.Ricochet.jpg.

Support

The Studio Tour was founded as and continues to be a cooperative venture of Rivertowns artists. The participation of so many artists, each contributing to carry out some part of the tour beyond their own show, has made it the most highly respected artists' studio tour in Westchester County. We receive metro region media coverage and attendance. We rely on your support to make it better each year.

We welcome and need your active participation to make this a successful tour. As a volunteer organization, 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 for the 2012 tour are to:

- Enrich and enhance the visual art community
- Encourage the public to gain contact with artists and explore the artistic process
- Provide an opportunity 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: Lea Carmichael, Alison Choate, Helen Elliott, Carol Hayward,
Jennifer Orkin Lewis, Bettina Speyer, Katarina Spilio, Vicente Saavedra, Robin Zane



**2012 Studio Tour
April 28th & 29th 2012**

DEADLINE FOR REGISTRATION AND PAYMENT: FEBRUARY 25th, 2012

Name _____

Address for Map (include village) _____

Phone # for Map, with area code _____ Alternate Phone _____

Email _____ Website _____

Mailing address _____

Preview Show (check one) Hastings _____ Irvington _____

Five-word description of medium _____

_____ 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 studiotour@riverarts.org)

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:

_____ \$70 Current RiverArts Member

_____ \$100 if you wish to join RiverArts at this time and register for the tour
(\$30 RAC artists' membership rate + \$70 tour fee)

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

*Galleries must pay a fee for each artist participating and each must be a RiverArts member.

_____ 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**