

**The Early Bird Discount
deadline has been
extended to May 10.
SIGN UP NOW!**



Mendocino Art Center

**MENDOCINO ART CENTER'S
ARTISTS OPEN STUDIO TOUR
September 18-19, 2010 (Westport to Caspar) and
September 25-26, 2010 (Mendocino to Elk)**

Dear North Coast Artist:

The tradition returns! Join the Mendocino Art Center for the revival of the Artists Open Studio Tour, September 18-19 and 25-26, and showcase your art to visitors in your own studio. The first weekend of the self-guided tour will highlight artists between Westport and Caspar, and the second weekend between Mendocino and Elk.

Make your plans now to be a part of the tour. Registration fees are:

By May 10, 2010 (Early Bird Discount) = 2010 MAC Members \$175, Non-members \$200
May 11 to June 1, 2010 = 2010 MAC Members \$200, Non-members \$225

If you are not already a 2010 MAC member, information is attached to this packet. There is no commission fee payable to the Mendocino Art Center for artwork you sell out of your studio. You sell your artwork... you keep the proceeds! There also is no volunteer work requirement, however if you would like to lend a particular expertise to help promote the tour, please let us know.

Be sure to encourage your artist neighbors to participate in this great opportunity to showcase the northern Mendocino coast's wonderful artist talent pool. Geographic clusters of artists will encourage even more studio visitors.

Participating artists will also be featured in the Mendocino Art Center's Main Gallery exhibit the entire month of September. There will be a special gala 2nd Saturday Artists Reception, September 11, 5:00 p.m. to 8:00 p.m.

The Mendocino Art Center will promote the tour in the coveted markets of the Sacramento Valley and the Bay Area, as well as in Mendocino County. A full-color catalog will be produced, highlighting your artwork and bio and featuring detailed maps to the artists' studios. This same information will also be posted on the Mendocino Art Center Web site, www.MendocinoArtCenter.org, which attracts thousands of visitors each month.

If you have any questions about the Artists Open Studio Tour, or the application process, please contact one of our tour coordinators:

Janis Porter	707-964-8884	JPorter631@aol.com
Sunshine Taylor	707-964-6456	staylor@mcn.org
Maeve Croghan	707-937-3475	maevecroghan@earthlink.net
	231-215-0399	

Sincerely,

Mendocino Art Center

45200 LITTLE LAKE STREET • POST OFFICE BOX 765 • MENDOCINO, CA 95460
707 937-5818 • 800 653 3328 • FAX: 707 937-4625 • www.MendocinoArtCenter.org

TERMS OF PARTICIPATION

1. Mendocino Art Center's Artists Open Studio Tour dates:

Artists Studios: Westport to Caspar:

Saturday and Sunday, September 18 and 19, 11:00 a.m. to 6:00 p.m.

Artists Studios: Mendocino to Elk:

Saturday and Sunday, September 25 and 26, 11:00 a.m. to 6:00 p.m.

2. Artists agree to keep their studio open to visitors on both days of the tour and for the duration of the tour each day. Artists also agree to meet basic standards of safety and cleanliness, and present an attractive studio space with a sufficient quantity of gallery-ready art work.

3. Registration Fees and Deadlines:

By May 10, 2010 (Early Bird Discount) = Members \$175, Non-members \$200

After May 10, 2010 = Members \$200, Non-members \$225

June 1, 2010 = Registration deadline to be included in the catalog

June 21, 2010: Submission deadline of artist statement/bio and images for the catalog and Web site.

4. Tour Sales. Proceeds of all artwork sales on the tour are the property of the artist. Mendocino Art Center does not collect commissions for sales made in your studio.

5. Gallery Sales. Artists will receive 60% of the sale price for artwork sold during the September Main Gallery exhibit. Mendocino Art Center retains a 40% commission on all sales for the purpose of sustaining our exhibit and educational programs. Take-in date is August 30. In the event your artwork does not sell, the pick up date is September 30.

One piece of original artwork in any medium may be submitted. Each piece must not exceed 50 pounds or 40 inches in any direction. Artwork must be received ready to install with proper hanging devices attached. No sawtooth hangers please. Paintings and photographs must be fully framed. Please label each piece on the back with your name, email address, phone number, artwork title, medium and retail price.

6. Studio liability is the responsibility of the artist. It is recommended that you obtain liability insurance on your homeowner's policy for the tour weekend.

7. Directional signage to your studio will be provided by the Mendocino Art Center to maintain a consistent presentation. There is no need for you to make your own signs. Instructions on when signs may be picked up at the Art Center will follow. Signs must be returned to the Art Center at the end of the tour.

8. Participating artists must submit images and an artist statement by June 21, 2010. Images must be 300 dpi, and at least 4 inches in both directions. Please see more detailed directions below. Professionally photographed digital images are preferred. If you do not have high quality images of your artwork, please see "photo shoot" information at the end of this packet for a low-cost opportunity to have your work professional photographed. The fee is \$25 per image.

TERMS OF PARTICIPATION (cont.)

9. Only your artwork, or the artwork of artists sharing studio space with you and paying the registration fee, may be displayed during the tour.

10. Participants who share space but do not collaborate on ALL displayed works of art will be considered as separate applicants, and each person will pay separate registration fees.

APPLICATION FORM

1. I will be exhibiting my artwork in:

My Studio A shared studio. I will be sharing space with _____

2. I would like to have my artwork photographed by professional photographer, Larry R. Wagner, on Saturday, June 5 OR Sunday, June 6

3. Registration Fees:

Become a Mendocino Art Center member! Members receive \$25 off the registration fee. See attached membership information

- | | |
|---|----------|
| <input type="checkbox"/> 2010 MAC Members – Application postmarked on or before May 10, 2010 | \$175.00 |
| <input type="checkbox"/> 2010 MAC Members – Application postmarked between May 11, 2010 and June 1, 2010 (no applications will be accepted after this date) | \$200.00 |
| <input type="checkbox"/> Non-members – Application postmarked on or before May 10, 2010 | \$200.00 |
| <input type="checkbox"/> Non-members – Application postmarked between May 11, 2010 and June 1, 2010 (no applications will be accepted after this date) | \$225.00 |

Total Enclosed \$ _____

Your payment must be submitted with your application.

Check payable to the Mendocino Art Center

OR

Please charge my VISA OR MasterCard

Account # _____ Expiration Date _____

Authorized Signature _____

Cancellations may be made until June 1, 2010. A refund will be issued less a \$50 processing fee.

CATALOG AND WEB SITE INFORMATION

Please fill out your information exactly as you would like it to appear in the catalog and on the Web site. Please print.

Your Name _____

Mailing Address _____

City _____ State _____ Zip Code _____

Physical Studio Address _____

Home Phone _____ Cell/Other Phone _____

Email _____ Website _____

Your Medium _____

Directions to your studio (for catalog): _____

Catalog description (Describe your art in 15 words or less) _____

I have read and agree to terms of participation for the Mendocino Art Center's Artists Open Studio Tour. As a participating artist, I agree to indemnify and hold harmless the Mendocino Art Center, and their directors, partners, employees and volunteers against any and all loss, damage and/or liability that may be suffered or incurred, during or in connection with the Artists Open Studio Tour as a result of my own negligent or wrongful acts or omissions.

Signature _____ Date _____

SUBMISSIONS FOR THE CATALOG AND WEB SITE

The following must be received by Mendocino Art Center **by June 21, 2010**, to ensure inclusion in the catalog and the Web site.

Photography of your artwork

Please provide one image of your artwork for use in the catalog. In addition to the catalog image, we will also accept up to three artwork images and an image of you working in your studio, if you have one, for use on the Web site.

Digital images are preferred. High quality hardcopy photos or slides are also acceptable. Please enclose a self-addressed envelope with sufficient postage if you wish to have your images returned to you.

Digital image specs

1. 300 dpi (dots per inch)
2. At least 4" in both directions
3. Color
4. File format should be jpg, psd or tiff
5. Should be labeled with the artist's name.

Artist Statement and/or Bio

Maximum 100 word artist statement and/or bio for the web site. Include information about the medium(s) you work in, where you receive your inspiration, awards, etc. We'll also include a link to your Web site.

Digital images and artist statement/bio text may be emailed to marketing@mendocinoartcenter.org. You may also mail photographs or slides or a CD containing your images and artist statement/bio to

Mike McDonald
Mendocino Art Center
P.O. Box 765
Mendocino, CA 95460

MENDOCINO ART CENTER'S ARTISTS OPEN STUDIO TOUR PHOTO SHOOT

If you need assistance in photographing your artwork for the catalog and the Web site, we have arranged for photographer Larry R. Wagner to be available two days, times to be announced, at the Mendocino Art Center to take photographs of participants' artwork:

Saturday, June 5

Sunday, June 6

Larry will take photographs of your artwork and provide digital images to you by email as well as provide them to the Art Center in the specifications needed to produce the catalog. The charge is \$25.00 per image. If you need the digital images on a CD rather than by email there is an additional \$5 charge for your entire order.

If you would like to have your artwork photographed, please indicate the date you wish on the "Application Form" and we will contact you to set an appointment time.

ARTISTS OPEN STUDIO TOUR PROMOTION

The Mendocino Art Center will coordinate all advertising and publicity for the Artists Open Studio Tour, including:

1. Full-color catalog with maps
2. Web site page promoting participating artists
3. Print and/or radio advertising in the Bay Area, Sacramento Valley and Mendocino County, including the San Francisco Chronicle's "Pink" section and the Sacramento Bee
4. Press releases for print publications
5. Public service announcements for radio
6. An article in *Mendocino Arts* magazine's summer issue
7. Print and Web site calendar listings
8. Posters



Mendocino Art Center

The Mendocino Art Center Needs You! Support the Arts By Becoming a 2010 Member, and Give Yourself the Gift of Art...

Whether you are an artist or a supporter of the arts, become a Mendocino Art Center member and a MAC insider with newly added "perks" for joining. Your membership directly supports MAC in bringing vital cultural programs to the community, including unique gallery shows, youth programs, low-cost open studios, art fairs and musical concerts, world-class art workshops taught by some of the country's finest instructors, and exhibition opportunities for local and national artists.



MEMBERSHIP BENEFITS AT ALL LEVELS:

- Complimentary subscription to *Mendocino Arts* magazine.
- \$25 discount on one workshop per year (two with a family membership).
- Exhibition opportunities in the Abramson Gallery and the Gallery Shop.
- Special invitations to participate in Members' Juried Exhibits.
- Members only discounts at participating businesses – lodging, art supplies, etc.
- Receipt of workshop catalogs and other mailings.
- Mendocino County residents only: half price tuition through our local stand-by program (not valid in combination with any other offer. Limit of two workshops per year.)
- Annual \$15 workshop registration fee waived.
- Voting privileges for two seats on the board of directors

ARTISTS & ART APPRECIATORS: \$50 - \$99

- All of the above.

ARTISTS & ART APPRECIATORS (FAMILY): \$75 - \$125

- All of the above.

ART LOVER: \$100 - \$299

- All of the above plus recognition in *Mendocino Arts* magazine.

ARTS BACKER: \$300 - \$499

- All of the above and invitations to special gallery preview events.

ARTS SUPPORTER: \$500 - \$999

- All of the above and invitation to a special board-catered dinner at MAC.

ARTS PATRON: \$1,000 - \$2,999

- All of the above and name on plaque in Main Gallery.

ARTS PILLAR: \$3,000 - \$4,999

- All of the above and a special gift book.

ARTS CHAMPION: \$5,000 and up

- All of the above and a commemorative tile with wording of your choice on the Zacha Tile Walkway.

Sign me up to be a 2010 Mendocino Art Center member today!

Arts Champion \$5,000 & Up Arts Pillar \$3,000-\$4,999

Arts Patron \$1,000-\$2,999 Arts Supporter \$500-\$999

Arts Backer \$300-\$499 Arts Lover \$100-\$299

Artist/Art Appreciators (Family) \$75-\$125 Artist/Art Appreciators (Individuals) \$50-\$99

Member Name _____

Member Address _____

City _____ State _____ Zip _____

Daytime Phone _____ email _____

Check (payable to MAC) OR

Charge my Visa MasterCard in the amount of \$ _____

Billing Name (if different from above) _____

Billing Address _____

Account # _____ Exp. Date _____

Authorized Signature _____

Mendocino Art Center, PO Box 765, Mendocino, CA 95460

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