

Covered Bridge Art Studio Tour

Oct. 13,14,15 2023

MANDATORY REQUIREMENTS as a participating artist on the tour:

Open your studio to the public and be present for the DURATION of the tour:

Friday- Sunday 10-5 (Note a change in hours)

Over the last few years, our tour has grown to be a highly successful fall event bringing visitors from all over the midwest. With that success comes a greater responsibility for each participating artist to continue to put on a great event by being highly engaged in all aspects of the tour. Most importantly, artists need to have a studio space that provides a space to demonstrate, and display art. Artists need to have large amounts of artwork available for sale during the tour. It is smart to have both lower cost items as well as higher prices items.

This event is an **artist studio tour**. We want artists to be in their own studios because our visitors are looking for a studio setting. No studio is too far for an art lover to get to if the studio stop is worth the drive ! However, we also understand that not everyone has a studio that allows visitors to enter and may choose to show at a different location.

Pop-up location: If you are showing at a pop up that is a for-profit business, that business **MUST** be a sponsor of the tour at least at the \$250 range . Have a conversation with the business to make sure they understand this new rule. The business must also be open for all hours of the tour. If they have not already signed a sponsor contract , please have them contact Lynn Rix . You will need to sign off on the registration that you have talked to the owner and secured the location and times and sponsorship. Please be responsible because it affects the integrity of our tour.

You must register on-line on the Cedarburg Artist Guild Website. By registering on line, you can easily upload all your images which go directly into our storage. This streamlines the whole process for everyone involved. Registration cost is \$170. If you have trouble registering on-line, call Reilly at 262-442-4169 and he will help you through the process. **You will need:**

Provide ONE digital image of your **artwork** for use in the Tour Brochure
JPEG file, 300dpi. Please submit either **a square or horizontal image** in order to allow more room for larger images. Please no tall and narrow images. Label file as: ArtistName_artimage.jpg

Provide ONE digital image of you working in your studio space
JPEG file, 300dpi. These may be used on social media advertising an/or print advertising. Label image as Artistname_studioimage.jpg

Provide your elevator pitch. Basically this is an **artist statement** about you and what you do in about 2-4 sentences in 3rd person. PDF or Doc file . Label file as: [ArtistName_artist statement.pdf](#) This will be used on social media advertising.

Incorporate in-progress work and demonstrations/examples of your technique in your studio/display during the tour . Remember, this is an art studio tour, which presents different opportunities to both you and the public then found at an art fair or a gallery walk. Visitors come to the studio tour expecting artists to demonstrate the process. They want to ask questions and learn more about what you do.

Volunteer: Everyone **must volunteer** to help make the tour successful. Volunteer to help by going to our volunteer form and signing up to support the tour. It is an expectation that everyone helps in some way. You have the opportunity to go to the volunteer form when you register on line. All artist are expected to help with distribution of the brochures.

Attend two artist meetings: **May Meeting:** Our first artist meeting is held right after the brochures have been printed usually in later May. We use that meeting to introduce new artists, hand out your personal brochures so you can distribute at your summer art fairs, assign mentors, and share information about the tour. **September Meeting:** Our second meeting is held in mid September and our goal is to hand out road signs, arrows, and flags (as well as posters and additional brochures to distribute). We discuss final information for the tour and share ideas with each other about how to be successful. **In early August,** we will have a pick up time for brochures that need to be distributed to communities in the greater Southern Wisconsin Area.

The **Monday immediately after the show** is the day to **Return signs and flag.** We provide a long window of all day for your convenience.

It's YOUR studio tour, completely volunteer-run by our organization which you are a part of. Do not sign up for this tour if you are not willing to help with the success. It takes effort on everyone for your tour to be successful.

As a participating artist on the tour, we **expect** you to:

Cross Promote the entire event to your own mailing list and on your own Social Media accounts and other shows you are participating in. We will be posting many facebook and instagram posts on the Guild FB and Instagram pages, please SHARE and LIKE these posts.

Distribute brochures before the tour to your friends/neighbors/clients/community.

Follow Up Return signage checked out during tour on dates provided, fill out survey and look forward to next year.

Please be respectful of our time... register with all the needed images and documents (labeled correctly) on time, attend the artist meetings and signage turn in dates to minimize the follow-up and be present during all hours of the tour.

This tour has always been one of the best art tours in the area. It is successful because we all know each other and help to support each other. All the artists are highly talented individuals. It is a lot of fun but a lot of work. Think about some of the **goals for our tour**:

1. Provide an opportunity for visitors to watch artists working in their studios.
2. Allow visitors to learn and ask questions about different mediums and the steps in the process.
3. Sell artwork to visitors who now have a better appreciation of your art.

Contact: Reilly McClellan (rjm.art.land@gmail.com 262-442-4169) or Lynn Rix lynn@lynnrix.com (414-614-7607), or Kandy Gibson(kandystudiotour@gmail.com (414-630-6037) with questions.

Sincerely,
Lynn Rix, Reilly McClellan, and Kandy Gibson