

# 2017 Participating Artists FYI Packet



## **Mission Statement, Governance and Reproduction Policy**

### **Greater Cazenovia Art Trail (GCAT) Mission Statement**

#### **Get to Know Art in Our Community**

The Greater Cazenovia Art Trail (GCAT) is an open studio program initiated by the Cazenovia Area Community Development Association (CACDA) to support and encourage the arts. This annual self-guided tour of artists' studios provides a unique opportunity for the public to meet artists in their working environments, learn about their processes, and purchase fine arts and crafts. The program is intended for established and emerging artists who are actively producing high-quality work meeting the program's selection criteria.

The program provides an educational experience for all ages, fostering an interest in and a greater understanding of the artistic process. GCAT promotes recognition that the arts are a significant component of Cazenovia and contribute to the public awareness about the quality and diversity of art created in our community.

#### **Art Trail Governance**

The GCAT is governed by a Steering Committee comprised of members of the CACDA Board of Directors, members of the art community, and those who support arts in our community. The Steering Committee is a policy-initiating and advisory body for the Art Trail program. The Steering Committee reports back to the CACDA Board of Directors on progress and plans related to the Art Trail program.

#### **GCAT Reproduction Policy**

The overriding purpose of GCAT remains to bring original artwork before the public. However, a modest amount of work offered for sale in the studios may be manufactured by others or commercially reproduced, if it is done strictly from the artist's original design and produced under the artist's supervision. These works must be clearly labeled as commercial reproductions or manufactured items. All artworks, including reproductions, must be professionally presented. The program is not open to commercial agents or dealers.

**NOTE:** The majority of work exhibited must be in the category in which the artist was reviewed. Work in other media categories should not exceed 25%. Artists must apply and be reviewed into other categories in order to switch or exhibit other media more predominately.

Education is a major component of our mission. Artists should demonstrate their processes and techniques, display the tools of their craft, show step-by-step examples of their art, or in some manner actively seek to educate the public about their work, this will also enhance sales. With regard to the reproduction policy, a display conveying how the artist interfaces with an industrial process featuring the artist, as designer, would be very positive.

## **A. ELIGIBLE ARTISTS**

1. The Greater Cazenovia Art Trail is open to artists residing in the Cazenovia School District.
2. Artists associated with an organization within Cazenovia, such as the Cazenovia Watercolor Society, Cazenovia Artisans, or The Cazenovia Art Group.

## **B. ELIGIBLE ARTWORK**

1. All work exhibited in your studio must be of professional quality. GCAT is intended to be a showcase for original artwork; your art must be consistent with that initially submitted for review.
2. A sufficient quantity of work should be gallery ready (professional quality), i.e. framed, matted, mounted, or otherwise ready for the purchaser to hang or otherwise display.
3. The policy on Reproductions is to be adhered to. That policy states that: "a modest amount of artist's work offered for sale in the studio may be manufactured by others or commercially reproduced, if it is done strictly from the artist's original design and produced under the artist's supervision. These works must be clearly labeled as commercial reproductions or manufactured items.
4. New artwork: You may show work in a new medium without re-review; however, this new work must not exceed 25% of your entire display, be in an approved GCAT medium (refer to list of media) and be of high quality. This un-reviewed artwork will not be able to be added to your medium description on the website.
5. When artist are displaying in their own studio, please refrain from selling goods/services other than those relating to your artwork.

## **Media Categories Descriptions**

|                    |  |
|--------------------|--|
| <b>Ceramics</b>    | Original clay and porcelain work only. Can be functional or sculptural. No machine made or commercially mass produced work, no ceramic green-ware.                   |
| <b>Digital Art</b> | Images made with the assistance of computers.  |
| <b>Drawing</b>     | Works created using dry media including chalk, charcoal, pastels, pencil, wax, crayons, etc. or from fluid media such as inks and washes applied by pen or brush.    |
| <b>Fiber Arts</b>  | Includes, but is not limited to: leather, weaving, clothing, No pre-manufactured wearable items, regardless of additional modification or enhancement by the artist. |
| <b>Furniture</b>   | Original work created as furniture in any media, No purchased wood furniture regardless of additional modification or enhancement by the artist.                     |
| <b>Glass</b>       | Hand blown, fused, slumped, and stained glass, No pre-manufactured items, regardless of additional modification or enhancement by the artist.                        |

|                    |  |
|--------------------|--|
| <b>Jewelry</b>     | Handmade jewelry using precious or non-precious materials. All jewelry displayed must have been juried in the jewelry category. Work can not contain more than 15% commercially available findings or materials not made by the artist. This includes but is not limited to: beads, pearls, gemstones, metal parts such as neck chains and clasps. No work made solely of restrung beads and commercially available parts. |
| <b>Mixed Media</b> | Original work incorporating more than one material.  |
| <b>Painting</b>    | Original works from oils, acrylics, watercolors, pastels, etc.   |
| <b>Photography</b> | Photographic prints must be made from the artist's original.   |
| <b>Printmaking</b> | This category is for prints created by using a transfer process of producing original art, usually in multiples. An image is created on a surface other than paper, for transfer to paper or other material.   |
| <b>Sculpture</b>   | Original non-functional work of any material.  |
| <b>Woodworking</b> | All original work in wood that is hand-tooled, machine worked, turned, or carved.  |

### **C. STUDIOS**

1. Committee members will conduct a studio tour prior to the artist being accepted to the program to ensure the studio meets the requirements for education and safety of the public.
2. All studios must be open and the artist present during both days of the event.
3. Presentation
  - a. Basic standards of cleanliness and safety must be observed. Be sure to clearly mark steps and other areas that could present safety concerns. If you have pools or ponds you may wish to block those areas off or provide supervision. Please be conscientious about the fact that some visitors have allergies or fear of pets.
  - b. Your display or exhibit should be professionally handled with attention to clear, clean and uncluttered presentation.
4. Education: GCAT is an educational program allowing the public into your workspace. Your workplace should retain the atmosphere of art making. Educating the public to the processes, materials, and tools used in your work must be a part of your open studio. While demonstrations may not be possible, the use of photos, video, works-in-progress, and other methods can be very effective.
5. Be prepared to handle the traffic and parking for a large number of visitors per day and about 10-20 at any given time.

#### **Studio Options:**

Several options are available to artists that for some reason are not able to show their art work at their own studio. When that occurs an “art hub” is formed- the Cazenovia Library, other artists’ studios, and places like Stone Quarry Art Park are available. If you are unable to open your studio to the public tour, please work with the steering committee to arrange to show your work in at “art hub”.

## D. ART TRAILS SIGNS

1. Post sufficient signage to assist visitors, keeping in mind that some are coming from outside the greater Cazenovia area. Signs should be prominently and prolifically displayed, far enough from the studio to attract passing attention and close enough to guide the visitor directly to your door. Artists living in proximity should collaborate on signage. Please don't post signs on town property and get permission of property owners to place signs on private property.
2. Signs must be removed after the final day.
3. Participating GCAT artists have the right to use the GCAT logo, displayed at their studios and mention themselves as GCAT members at exhibits and in personal promotion for the duration of their participation in the program. Such identification will promote both the artist and the program, Art Trail signs however, should only be used during the Open Studios.

## E. PROGRAM REQUIREMENTS

1. It is the responsibility of the artist to collect sales tax and report this to the State Department of Taxation and Finance.
2. Protect the privacy of GCAT members by not using their email addresses for business, political, or solicitation purposes.
3. In case of an emergency, you must report a problem to the Steering Committee immediately. If you get voicemail, leave a message and include contact information. Notify the nearest Art Trail neighbor so they can notify visitors; post a clear explanation at your studio. It is important to have a backup plan and someone who can fill in should an emergency arise. It is imperative that your studio remain open if at all possible.

## F. WEBSITE AND PUBLICITY

**Image Format:** Image files should be at least 1000 dpi in the largest dimension. Ideal images are 1000-3000 dpi in each dimension (e.g., 2200 X 1500). If files are to be uploaded, the file size cannot exceed 4 MB. Submitted digital images must be labeled and should be a maximum of resolution of 1024x768 for the Art Trail website

**Digital Image Files:** All digital files must be **EITHER** saved to a CD and submitted to the CACDA office **OR** uploaded via <http://www.art-trail.org/uploadpix2017.php>. Emailed files will not be accepted. Images may be modified for use on the Art Trail website. Every effort will be made to maintain the quality and artistic value of your images.

**Naming Images:** Digital image files should be named as follows: last name-first name-and the name of your art piece, abbreviated as applicable (e.g., *drexler-anne-flower\_and\_ferns.jpg*).

**Publicity Images:** High-resolution digital images of artists at work are desired for publicity efforts. All artists should update their publicity images/info yearly. Images of artists at work or interacting with visitors are often best. Label your image as follows: Last name- first name-publicity (example: *smith-jill-publicity.tif*).

## **Providing Quality Images for the Website**

The following suggestions are for planning and evaluating pictures, whoever photographs them:

1. Look at your artwork in strong light from different angles. Is it irregular in shape, warped, blemished, highly reflective, framed (frames cast shadows), or reliant on details in the dark areas? These are all typical problems; you may want to choose another work.
2. Your work will appear at a small scale on the website; select work which will look attractive at that size with: strong colors, clear shapes and texture and good contrast. Avoid too much fine detail or subtle color gradients. Highly detailed work may benefit from using a close-up section of the work. Three-dimensional works require a background of contrasting color, usually gray, black or white. Make sure there is enough depth-of-field so all of three dimensional work is in focus. Be sure that your images do not contain distracting elements.
3. For good publicity pictures, choose interactive shots with you at work including the artwork in progress with materials, equipment and location if possible. Maybe show a little-known stage in your process. These shots may need to be somewhat staged and it is important to be near or adjacent to your work as photos often get cropped, Pictures with you interacting with the public are also good. Have fun; perhaps take some shots from odd angles, from above or below. Make sure there is good lighting and avoid deep shadows.