



## 2017 Open Studios Art Tour Preview Exhibit at the Santa Cruz Art League

### ***Everything you need to know!***

Every year more than 4,000 people visit the Open Studios Preview Exhibit at the Santa Cruz Art League. The exhibit features work by nearly all Open Studios artists, which makes enforcing size restrictions critical. If you work in large-scale format, consider creating a smaller piece for the Preview Exhibit in order for your work to be represented in this popular community exhibit.

### **READ ME:**

**There are NO EXCEPTIONS to any of the information in this document.**

Read it carefully, then re-read it. Repeat as needed.

If anything is unclear, contact Ann Ostermann: 831.475.9600 x17, [ann@artscouncilsc.org](mailto:ann@artscouncilsc.org)

- Drop Off:** **Wednesday, September 20<sup>th</sup> from 10 AM to 8 PM ONLY \***  
***Late deliveries will not be accepted \****  
Santa Cruz Art League, 526 Broadway, Santa Cruz, 95060  
(near the corner of Broadway & Ocean).  
\* Someone else can deliver your artwork for you as long as they have the completed paperwork with them.
- Size Restrictions:** **2D work** (anything that will be hung on the wall):
- o Maximum 30" in width OR height ***including mat and frame***
  - o Frame must be **WIRED** and ready to hang.
    - *NO toothed hooks on the frame top.*
  - o If your 2D piece is framed, it cannot have glass edges. For the safety of the installation team, no uni-frames or museum clip frames.
- 3D work:**
- o Maximum Base: 24" x 24"
  - o **Maximum Height: 42"**
  - o Max Weight: 50 lbs.
  - o Note: Wall hung 3D work maximum 30" in width OR height
  - o *Artists with 3D work can provide their own pedestals or display stands and bases.* Pedestals should be painted white. Jewelers are encouraged to supply their own displays. Mark all display apparatus with your name and phone number.
- Artwork Requirements:** **Must be ORIGINAL work.** No reproduction prints, including enhanced giclée prints, will be accepted. Work must be representative of the work that was submitted for screening. **All artwork must be FOR SALE.**
- Labeling:** Label your piece with your name on the back of the piece or where appropriate for 3D.
- Hanging/Installation:** All work should be capable of withstanding normal handling. The Arts Council and the Santa Cruz Art League reserve the right to reject pieces that are excessively fragile.

Artists whose work requires special handling should contact Ann. Anyone with special handling requirements must be available on the afternoon of Friday, September 22<sup>nd</sup> to help install their piece.

**Sale of Exhibit Pieces:** All artwork shown in the Preview Exhibit must be for sale. The Santa Cruz Art League handles sales of preview exhibit artwork. **If your piece sells, the Santa Cruz Art League will take a commission** - 30% if you are a member; 45% if you are not. The Art League will let you know if your piece sells and mail you a check in late October (minus their commission).

**Exhibit Piece:** Choose your piece carefully as all pieces must remain in the exhibit through October 22<sup>nd</sup> whether or not they are sold. Your piece does *not* have to be the piece featured in the Artist Guide.

**Insurance:** The Santa Cruz Art League has artwork insurance limited to \$1,000 per piece. Artwork will be examined for damage at time of drop-off and pick-up. Neither the Art League nor the Arts Council is responsible for damage occurring before or after the exhibit. The Art League will NOT be responsible for damage that is due to non-secure hanging apparatus.

**Insurance limitations for Jewelry, Sculpture, Glass and Ceramics:**

Please read #3 of the Exhibit Agreement very carefully - the Santa Cruz Art League has limitations to their exhibition coverage that could affect your choice of a piece for the Preview. We will make every effort to place your piece in a secure location. All Jewelry and small, fragile glass, etc. will be displayed in locked glass display cubes.

**Respect the Work of the Installation Team:**

Exhibit will be hung "salon style" in numerical groupings of 25 in the Main Gallery only. This is a large exhibit and a great deal of work, thought, and care goes into its installation. Please accept the location of your piece in the show and do not ask to have it moved. Respect this exhibit as you would any other.

**Artist Postcards:** Racks are placed in the Art League's lobby for Open Studios Artist postcards. Cards can be brought in at the Art Drop-Off or anytime thereafter. You are responsible for supplying and replenishing cards. *Individual Open Studios artist postcards must include the Arts Council logo in order to be kept on display at the exhibit.*

**Preview Exhibit Timeline:**

Sept. 30<sup>th</sup> – Oct. 22<sup>nd</sup> Santa Cruz Art League hours: 11 AM-5 PM Tuesday through Friday; 10 AM-5 PM Saturday & Sunday; Closed Monday.

Saturday  
September 30<sup>th</sup> Preview Exhibit opens to the public!

Sunday  
October 1<sup>st</sup> Public Reception 3-6 PM. Valet bike parking available.

Monday,  
October 23<sup>rd</sup>  
NOON – 8PM Art Pick-Up at Santa Cruz Art League  
Doors open at **NOON** – *no early pickups allowed.*