

# 2012 Prince Edward County Studio Tour

## Friday, Saturday & Sunday September 21 – 23/12

### 10 a.m. until 5 p.m. daily

## Information and Conditions

The Prince Edward County Studio Tour is an opportunity for artists, artisans and gallery owners\* who are residents of Prince Edward County to open their studios to allow the public to watch them at work, demonstrating and explaining how and why they create their art. It is also an opportunity to sell directly to the public and to get feedback from new, repeat and potential clients.

Each applicant’s work and studio or gallery is subject to a jurying process.

\* For Studio Tour **Gallery** requirements, contact Tracy Douglas at the Prince Edward County Arts Council 613-476-7901 ext. 214 or by email at [pecartscouncil@bellnet.ca](mailto:pecartscouncil@bellnet.ca)

### Applications

1. **All applicants** (new and returning) must submit a complete application/contract renewal package no later than **January 6, 2012 to be considered for the 2012 Tour**. Required documentation is described in the application form (page 3).

All applications must be mailed to:

or hand-delivered to:

<p><b>PEC Studio Tour</b>  <b>c/o Prince Edward County Arts Council</b>  P.O. Box 6180  Picton, ON K0K 2T0  Attention: TRACY DOUGLAS</p>	<p><b>Prince Edward County Arts Council Office</b>  280 Main Street, Suite 103  Picton, ON K0K 2T0  Attention: TRACY DOUGLAS</p>
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**Only complete application packages RECEIVED by January 6, 2012 will be considered.**

2. Fees for the 2012 Tour are:

Individual artist	\$400
Gallery	\$550
Double studio (2 artists’ home studio)	\$550
Guest artist	\$350

3. All **new** studios and galleries must be visited, assessed and approved by Studio Tour executive members prior to the jurying of art work.

4. The Tour strives for a balanced representation of media and the number of participants is limited; we cannot guarantee that all applications will be accepted.

## 5. Tour participants must:

- be full-time residents of Prince Edward County (guest artists excepted) and full-time artists/ artisans or in serious pursuit of professionalism
- be prepared to demonstrate and discuss your work during the tour
- have a substantial body of original work, created by the artist, and display and sell only your original work on the Tour weekend – no other artists' work or mass-produced items can be available to the public on the Tour weekend
- be located in buildings able to accommodate substantial traffic during the Tour
- distribute promotional material provided by the Studio Tour to your clients throughout the year & brochures to assigned locations within the County & area
- provide your email address – all Studio Tour correspondence is electronic
- attend general meetings (usually 2) called by the Tour executive (attendance is optional for guest artists)
- be prepared to contribute to the organization of the Tour in a volunteer capacity as needed
- contribute an item of at least \$25 value to the Gift Basket draw
- display permanent Tour signs at your studio/gallery year-round and display temporary Tour signs at your studio/gallery about a week prior to the Tour – permanent and temporary signs are to be returned to the Studio Tour if you retire from the Tour
- provide a display item for the Information Centre during the Tour weekend
- collect ballots for the Gift Basket draw and deliver them after the Tour weekend to a location TBA
- have adequate<sup>1</sup> business insurance – participants may be required to provide proof of insurance as well as a valid vendor's permit

Non-compliance with any of these conditions may result in exclusion from future Tours.

## 6. Tour Participants will receive:

- advertising in the full-colour, year round guide to the Studio Tour's artists and galleries – Tour brochures are printed and distributed in May; each participant's section will have an image, location and contact information.
- advertising on the Tour website [www.pecstudiotour.com](http://www.pecstudiotour.com) with links to participants' websites, including the information from the brochure and additional images of the artist's or gallery's work
- signage for the Tour to display on your property and surrounding area
- e-mail ads promoting the Tour to forward to your clients
- brochures for distribution throughout the year
- professional distribution of Tour brochures from Toronto to Kingston and up to Ottawa to supplement participant distribution
- the benefit of 2 e-blasts, one in June & another about Sept. 1st, sent to a database of approximately 5,000 previous Tour attendees
- the "instant credibility" of being a member of one of the longest running and most diverse studio tours in Ontario

<sup>1</sup> Not less than \$2,000,000 3<sup>rd</sup> party liability

## 2012 Prince Edward County Studio Tour Application/Contract Renewal

Artist Name: \_\_\_\_\_

Business/Gallery Name: \_\_\_\_\_

Medium: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_ Postal Code \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

**Please circle one:**

Returning studio artist	\$400	New studio artist	\$400
Returning gallery	\$550	New gallery	\$550
Returning guest artist	\$350	New guest artist	\$350
Returning double studio	\$550	New double studio	\$550

Are you willing to host a guest artist?    **Yes** \_\_\_\_\_    **No** \_\_\_\_\_

**Returning members' contracts must include:**

- signed & completed application form
- signed insurance waiver
- cheque payable to Prince Edward County Studio Tour dated no later than **January 6, 2012** (fees are not refundable - NSF cheques may be subject to a \$50.00 fee)

**New applicants' packages must include:**

- signed & completed application form
- signed insurance waiver
- artist biography/CV & artist's statement
- 3 images of recent work (hard copies only)
- cheque payable to Prince Edward County Studio Tour dated no later than **January 6, 2012**
- new applicants' cheques will be cashed **only after successful jurying** in January (date TBA) (fees are not refundable - NSF cheques may be subject to a \$50.00 fee)

**I have read and agree to comply with the conditions (Item 5 on page 2). Non-compliance with any of these conditions may result in exclusion from the Tour.**

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Only complete application packages RECEIVED by January 6, 2012 will be considered.  
See page #1 for mailing or hand delivery addresses.**

**Prince Edward County Studio Tour 2012  
Insurance Waiver**

Artist \_\_\_\_\_ Studio/Gallery name \_\_\_\_\_

Studio Address \_\_\_\_\_

Mailing Address \_\_\_\_\_

The Prince Edward County Studio Tour does not carry group insurance for the Tour. Responsibility for insurance coverage including public liability and property insurance, for activities associated with the Tour including but not limited to travel to and from Tour venues and Tour meetings, is the responsibility of each participant. Therefore, each participant, including each guest artist and gallery, is required to sign the following waiver.

I (print name) \_\_\_\_\_, the undersigned, understand the following:

1. Insurance coverage<sup>1</sup>, both public liability and property insurance, is my sole responsibility.
2. I may be required to provide proof of insurance.
3. I agree to hold the Prince Edward Studio Tour 2012, the Tour organizing committee and the Prince Edward County Arts Council harmless from any claims, including but not limited to those for personal injury sustained by myself or any Tour visitor, or damage to any property, that arise as a result of my participation in the Tour. This waiver is binding on my successors, legal representatives and assigns.

Signature \_\_\_\_\_

Date \_\_\_\_\_

(<sup>1</sup> Not less than \$2,000,000 3<sup>rd</sup> party liability)