

Studio Tour 2017 Application Guidelines for Returning Artists

Application deadline: March 1, 2017

Welcome back to Studio Tour! Last year we initiated a lot of changes to Studio Tour in an effort to spread out the workload and bring our promotional materials into the digital age. We did a major redesign of our maps and brochure and moved towards attracting major sponsors. Our members for the most part were pleased with the changes and despite the terrible weather were happy with the tour. We still have some elements to adjust and, as always, your participation in the organization and timeliness meeting deadlines is critical to our success.

Location and timing are important. There's a lot of competition out there not only from other Studio Tours but for people's time. Our location in one of the most beautiful areas of Halton Region is a natural draw for a great art outing. The combination of artist's working studios, group locations and single artist locations offers something for everyone but if we can cluster these locations to cut travel time, we will all benefit. To that point, I encourage you to consider offering to share studio space or investigate possible group locations near other studios. As a group we will work together on finding shared and new locations. **The deadline for final confirmation of Location will be April 30th.**

Returning Patrons want to see fresh work, fresh ideas. We presume you will only present professional work and the public will judge their quality but they want to see some new work. Aim for 30% new work and feature the best for your brochure image. The layout will be the same at 2016 so you'll have a better idea of the image format. **The deadline for your image and description will be May 15th.**

Fees for returning artists. Our standard fee of \$200 is very competitive with other tours. We are still offering reduced fees for those who volunteered to serve on committees, attended most meetings, and met deadlines on last year's 2016 tour. **If you volunteered for at least 12 hours to help organise the tour and met deadlines, you are eligible for the reduced \$100 Fee.**

Studio Tour fee: \$100.00	(previous year participant - high work input member)
Studio Tour fee: \$200.00	(previous year participant - minimal work input member)
Studio Tour fee: \$250.00	(previous year participant - no work input member)

If you have taken a year or 2 off, you may still be eligible for reduced rates based on exceptional and long standing volunteer work for the tour.

To help ease any post-holiday financial burdens, we are offering our returning artists the option to postdate fee payments to April 30th.

As always, you must have a 2017 FASM membership: \$35/Adult, \$25 /pensioner or full time student, \$45/family. If you did not fill out a membership form with your payment, or are renewing with this application, we need a completed form to confirm all your contact information. Membership Form is at www.fasm.ca

Deadlines:

Wednesday March 1st	Application with payment
Week of March 20th	New and Returning Participants' Meeting
Sunday April 30th	Final Confirmation of Location
Monday May15th	Deadline for image and description
Late June	Brochures ready for pick-up
Studio Tour Dates	Saturday September 30th, Sunday October 1st.

Hard copies of all information and forms are available at the FASM Gallery at the Mall.(wed/thurs/fri/sat 11am to 4pm). Digital copies are on our website www.fasm.ca.

If you have any questions or concerns, please contact Nancy Cuttle at ncuttle@cogeco.ca or 905-875-1364.