

PRESENTED BY THE CENTER FOR THE ARTS

# OPEN

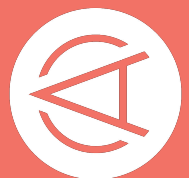
NEVADA COUNTY WEST

# STUDIOS

2020

SATURDAYS & SUNDAYS

**OCTOBER 10, 11, 17, & 18**



THE CENTER  
FOR THE ARTS

# OPEN STUDIOS 2020

**OPENING RECEPTION: OCTOBER 8, 5 - 7 PM**

**OPEN STUDIOS: OCTOBER 10, 11, 17, & 18**

The Center for the Arts is pleased to present the 25th Open Studios Tour of Nevada County West! This art tour attracts thousands of patrons not only from Nevada County, but from the Bay Area, Sacramento, Placer County, Lake Tahoe and more! We print 4,000 copies of our tour guides and distribute them for FREE.

This annual event features a multitude of classic and contemporary art for every taste and hosts sculptors, printmakers, photographers, painters, jewelers, illustrators, woodworkers, designers and much more! Beyond an art sale, Open Studios is a chance to experience first-hand how, where and why art is created.

## ABOUT THE CENTER

The Center for the Arts is a cultural and educational organization that promotes and presents the literary, visual and performing arts for the enrichment of our community.

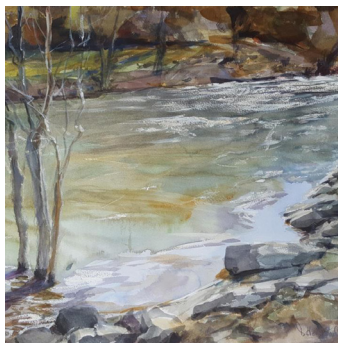
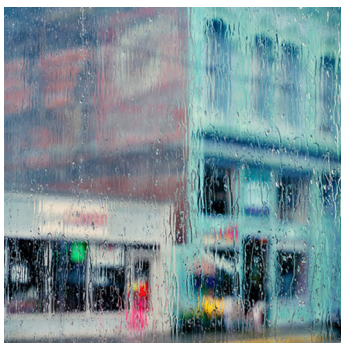
We believe that collaboration is the key to greater strength and economic stability for our community. Please join us in promoting Northern California's economic vibrancy and robust artistic heritage.

## GUIDE CONTENT

As the companion to Open Studios, the guide serves as a resource for this self-guided art tour, as well as a resource for the community. The guide features information and locations for each artist, studio and gallery on the tour, sights to see and activities around Western Nevada County, maps, advertisements and local businesses.

## GUIDE DISTRIBUTION

This guide is available on our website - [thecenterforthearts.org](http://thecenterforthearts.org) - and can also be found at distribution locations including The Center for the Arts, the Grass Valley Chamber of Commerce, the Nevada City Chamber of Commerce, BriarPatch Food Co-op, ASiF Gallery, Art Works Gallery, Gallery 125 and more! Would you like to be listed as a distributor in the tour guide? Just ask!



# OPEN STUDIOS 2020

## PARTICIPANT APPLICATION



Please complete this form and return with the application fee to The Center for the Arts at 314 W. Main Street, Grass Valley, CA 95945 or by emailing it to [openstudios@thecenterforthearts.org](mailto:openstudios@thecenterforthearts.org). Incomplete applications will not be reviewed; you must fill out every aspect unless otherwise noted as "optional."

### GUIDE INFORMATION

ARTIST/STUDIO NAME: \_\_\_\_\_

MEDIUM: \_\_\_\_\_

STUDIO ADDRESS: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE (optional): \_\_\_\_\_

WEBSITE/SOCIAL: \_\_\_\_\_

DEMONSTRATIONS: \_\_\_\_\_

WHEN WILL YOUR STUDIO BE OPEN?                      First weekend only                      Both weekends

### CONTACT INFORMATION

NAME: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

MAILING ADDRESS (optional): \_\_\_\_\_

### OTHER REQUIREMENTS

Please ensure to submit the following items along with this application, otherwise it will not be deemed complete.

- ARTIST BIOGRAPHY/STATEMENT - 5-8 Sentences.
- 3 - 5 PHOTOS - **Must be labeled with the artist's name**, 300dpi, JPEG, PNG or TIFF.
- \$20 APPLICATION FEE - **If accepted on the tour, this will apply towards your tour fee.**

### QUESTIONS?

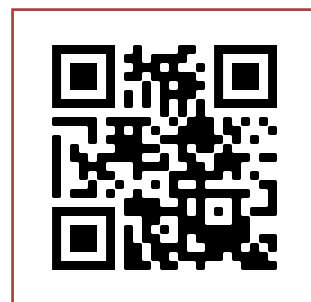
Please contact Brynn Farwell at [openstudios@thecenterforthearts.org](mailto:openstudios@thecenterforthearts.org) or 530.274.8384 ext. 208. You can also find more information at [www.openstudiosour.org](http://www.openstudiosour.org).

FOR OFFICE USE ONLY

Date Received: \_\_\_\_\_ Date Reviewed: \_\_\_\_\_

Approved                       Declined

Scan the QR Code  
for more info!



# WHY ADVERTISE IN THE GUIDE?

In addition to advertising your business, when you purchase an ad in the Open Studios guide you are also supporting local artists and the vibrancy of our artistic community. Advertising in our guide not only helps your business, but also helps local artists and the creativity of our county.

## ADVERTISEMENT DEADLINE: AUGUST 14, 2020

### AD RATES

Back Cover:	\$2000
Inside Front Cover:	\$1500
Inside Back Cover:	\$1500
Full Page:	\$850
Half Page:	\$625
Quarter Page:	\$300
Eighth Page:	\$150

### PRINT SPECIFICATIONS

AD SIZE	DIMENSIONS
Full Page:	8.5 x 11 inches (WITH BLEED)
Half Page (HORIZ):	7.85 x 5.15 inches (NO BLEED)
Half Page (VERT):	7.88 x 10.33 inches (NO BLEED)
Quarter Page:	3.88 x 5.15 inches (NO BLEED)
Eighth Page:	3.88 x 2.55 inches (NO BLEED)

### GUIDE DETAILS

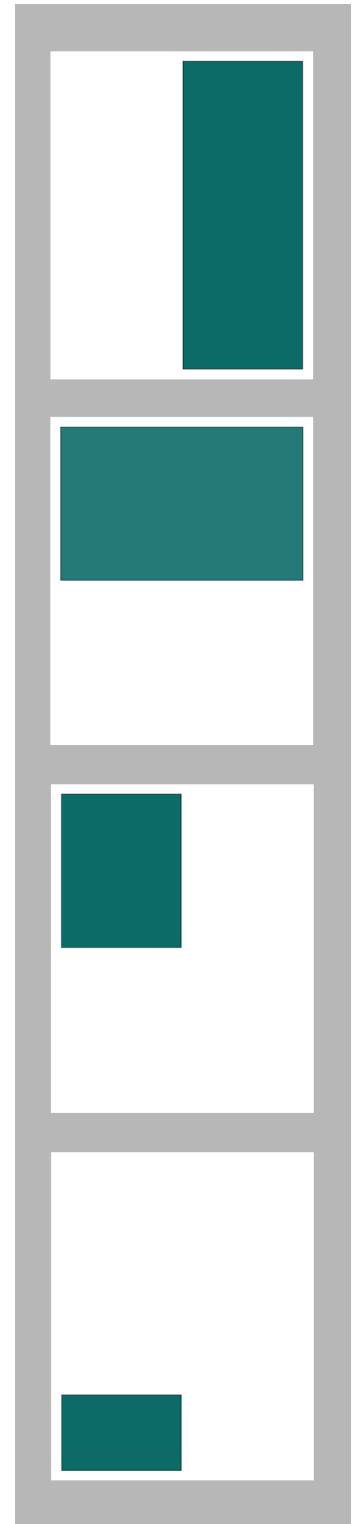
- Size: 8.5 x 11 inches
- Saddle Stitch Binding
- Image Resolution: 300 dpi

### DIGITAL FILE REQUIREMENTS

- Ads must be print ready
- Please submit files as high resolution PDFs
- Files should be in CMYK format and have all fonts, images and logos embedded
- All images contained in the file must be 300 dpi

### QUESTIONS?

To purchase, please contact Brynn Farwell at or 530.274.8384 ext. 208 or at [openstudios@thecenterforthearts.org](mailto:openstudios@thecenterforthearts.org). You can also find more information at [www.openstudiosour.org](http://www.openstudiosour.org).



## OTHER WAYS TO GET INVOLVED

Besides advertising in the tour guide, there are several other ways to get involved in Open Studios and support your local arts community. Any one of the following opportunities will put your business in our "Things to Do in Town" sections in the tour guides, which are distributed a month before the tour all around the county.

### INVOLVEMENT DEADLINE: AUGUST 1, 2020



### HOST AN ARTIST

During the months leading up to the tour, host a piece of artwork by a participating artist in your business along with informational material about the tour.

### SPONSOR AN ARTIST

Donate \$200 and pay for an artist's Participation Fee! The fee covers the artists listing in the tour guide, The Center's website, tour signage, and online and print marketing. Get your name added to our Open Studios Sponsors page in the guide.

### DISPLAY TOUR GUIDES

Have your business listed as one of the locations to pick up tour guides for the entire month leading up to the tour. Involvement requires having a designated display in a visible area of your business for the guides and letting The Center know when you need more.

### MORE INFORMATION

For more information about Open Studios, please contact Brynn Farwell at [openstudios@thecenterforthearts.org](mailto:openstudios@thecenterforthearts.org) or 530.274.8384 extension 208, or by visiting [openstudiostour.org](http://openstudiostour.org).



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