

PARTICIPANT REFERENCE GUIDE



2025 TENTATIVE TIMELINE

- Registration Open: February 19
- Registration Closed: April 4 | 5pm PST (extended)
- Tour Fee Payment Due: April 18 | 5pm PST (extended)
- Tour Guide Revisions: May 9- 23 (please be available via email during this time)
- Advertisements Due: June 27 | 5pm PST
- Exhibition Info Due: September 9 | 5pm PST
- Artwork Drop Off: Tuesday, September 23 | 10am- 4pm
- Exhibition Reception: Thursday, October 2, 2025 | 5- 7pm
- Preview Exhibition Dates: September 26 - October 19, 2025
- Tour Dates: October 11, 12, 18 & 19 | 11am- 5pm
- Artwork Pick Up: Monday, October 20, 2025 | 10am- 2pm

It is required that everyone adheres to the listed artwork pick-up and drop-off windows. If necessary, you must arrange to have it handled in your absence. Late drop-offs cannot be properly curated into the show and will not be accepted.



GETTING STARTED

BEFORE YOU BEGIN.

PICK UP A COPY OF THE 2023 OPEN STUDIOS GUIDE FROM THE CENTER FOR THE ARTS TO USE AS A REFERENCE FOR REGISTRATION.

PLEASE TAKE NOTE!

All communications mentioned in this guide should be directed via email to the contact below:



Denay Woodman

Open Studios Coordinator

openstudiotour.org | openstudios@thecenterforthearts.org |

530.274.8384

PAYMENT GUIDELINES:

All payments can be made online using the links below: **OR**

Pay in person with cash or check at The Center for the Arts, contact below:

• **REGISTRATION FEE: Click/Scan**

- \$25 per application

- DUE at time of registration



• **TOUR FEE: Click/Scan**


- \$185 per individual listing
- \$225 per group listing
- \$275 per gallery/art center
- DUE April 18 | 5pm PST



**THE CENTER
FOR THE ARTS**

314 W Main St.

Grass Valley, CA, 95945

 530.274.8384 ext. 209

 thecenterforthearts.org

 thecenterforthearts

INDIVIDUAL LISTING: Represents **only one** (1) artist (even if you are showing at a gallery/shared studio).

GALLERY/GROUP LISTING: Represents a gallery or studio with **more than one** artist in the same listing.



REFERENCE GUIDE

IMAGE SUBMISSION GUIDELINES:

As a standard, please do your best to submit only high quality images. What is a high-quality image?

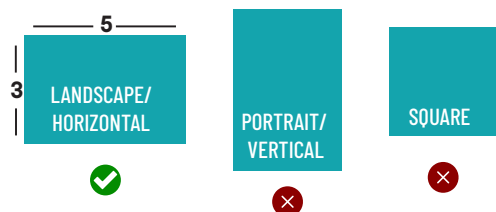
- For this purpose, a high-quality image is 300 dpi with good focus and lighting.

Two Image Types:

1. LISTING IMAGE: Each artist or gallery must submit **(1) one** image to be included with your studio listing in the guide and online. This image has special requirements.

JPG Requirements:

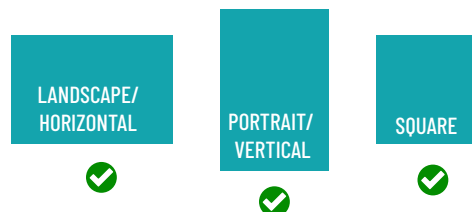
- 300 dpi (required)
- Landscape/horizontal orientation (approximately 3:5 aspect ratio)
- We will not crop the image



2. PROMO IMAGES: Each artist or gallery may submit up to **(5) five** images for promotional use. These images are multi-use, including: advertising, additional placement in the guide, social media promotion, and other printed materials. Only high-quality images are selected for advertising and additional guide placement.

JPG Requirements:

- 300 dpi (preferred only)
- Image may be cropped for use



File Naming:

ALL IMAGE FILES SHOULD BE PROPERLY NAMED USING THIS FORMAT LastName_FirstName_ImageType

- Examples: Doe_Jane_listing, Doe_Jane_promo1, Doe_John_promo2

FILES THAT DO NOT MEET THESE REQUIREMENTS CANNOT BE USED!

- You will be asked to provide additional images if your files do not meet these requirements.



REFERENCE GUIDE

IMAGE SUBMISSION CONT:

Digital File Submission:

There are 2 different ways to submit your images. The 'GOOGLE FOLDER OPTION' is the preferred method.

GOOGLE FOLDER OPTION (preferred):

After registering, you will receive an email invitation to access a Google folder. 'Drag & drop' or upload the labeled images you wish to submit into the folder. When you have uploaded all the images into the folder, send a notification via email to complete your submission.

EMAIL OPTION:

If you are not able to access the Google folder. You may email the images with the subject line:

"Open Studios 2025: (Name) Image Submission"

- Please send all images as attachments. Do not send images in-line with text.

PREVIEW EXHIBITION ARTWORK PARAMETERS:

Artists and galleries are invited to submit artwork as part of the the Open Studios Preview Exhibition at The Granucci Gallery. Each artwork will be shown under the condition that it follows the guidelines below:

Quantity:

Each artist or gallery/group studio who has paid a participation fee may submit one (1) artwork per listing for the exhibition. **Galleries/group studios may not submit more than one piece per listing.**

Artwork & Label Submission Guidelines:

All exhibition participants are required to submit the artwork's label information via online form no later than 5pm PST on September 9th. **No late submissions or changes will be permitted after this date.**

This label information must be attached to the artwork prior to being dropped off at the gallery. Please use the form at the end of this guide.

Labels must include:

- Artist Name
- Title
- Medium(s)
- Price
- Studio Number (will be provided ahead of time)



REFERENCE GUIDE

ARTWORK PARAMETERS CONT:

Dimensions:

2D/WALL ARTWORKS:

The artwork should be no more than **TBD**, including frame (exact dimensions will be released after applications have closed). Height is limited to the height of the wall (8ft).

3D ARTWORKS:

Artworks that require a pedestal larger than 20" are required to provide their own display option. **Please send an image and dimensions in addition to the online form for pre-approval.**

Duplicate Artwork Option:

If you have a duplicate artwork (same dimensions/subject/color palette/frame) you may submit the duplicate label information by 5pm PST on September 9 along with your first label. **If approved**, we will store your duplicate(s) artworks at The Center. If your work sells during the exhibition, the buyer will be allowed to take the piece home immediately and the duplicate work will take its place in the exhibition.

IMPORTANT REMINDERS!

Framed artwork needs to look professional. This means:

- **Proper hanging hardware** (d-rings and wire 1/3 from the top of the frame preferred)
- Clean glass/frame (no fingerprints or scratches)
- No debris between the glass and artwork/matboard
- Bumpers (bottom 2 corners on the backside of the frame)

The Granucci Gallery takes a 35% commission on all artworks sold in the Preview Exhibition.

VOLUNTEER OPPORTUNITIES:

Guide Pick Up Location Volunteer:

This volunteer position is responsible for bringing all materials to the designated pick-up locations. After the initial drop off, this volunteer will check back twice to monitor and replenish promotional materials.

- **This volunteer position will receive a 1/4 page ad in the tour guide.**



REFERENCE GUIDE

VOLUNTEER CONT:

Town Center Distribution Volunteers:

These volunteers will be responsible for distributing guides, handbills, and posters to each town center’s tourist locations and community centers. Volunteers must be familiar and close to the town center they are responsible for, and keep a record of where materials are distributed. **The designated town centers are: Grass Valley downtown, Glenbrook Basin, Nevada City downtown, and Penn Valley.**

- These 4 volunteer positions will each receive a 1/4 page ad in the tour guide.

Farmers Market Outreach Volunteers:

These volunteers will run the Open Studios booth at our local Saturday morning Farmers Markets leading up to the tour weekends. The best advocates for the tour are the participating artists, and it’s a great way to bring more awareness to your studio. Demonstrations are welcome, but the selling of artwork is not permitted.

- Each artist/gallery/group studio that signs up for 2 Farmers Market shifts will receive a 1/4 page ad in the tour guide.

AVAILABLE SHIFTS	SEPTEMBER 13	SEPTEMBER 20	SEPTEMBER 27	OCTOBER 4
NEVADA CITY	9am- 1pm (x2)			9am- 1pm (x2)
GRASS VALLEY			9am- 1pm (x2)	
AUBURN		9am- 1pm (x2)		

SCHOLARSHIPS:

Mission & Eligibility:

Individuals and non-profits that have registered to participate in the 2024 Open Studios Tour are eligible to request a scholarship. All other galleries, group studios, and schools are not eligible.

For the second year, we are reaching out to local businesses with the request to sponsor Open Studios artists. Limited scholarships will be made available for eligible applicants in order to increase access for emerging artists and first-time participants in our community. Financial assistance is based on the availability of funds.



REFERENCE GUIDE

SCHOLARSHIPS CONT:

Benefit:

Scholarship recipients will have their tour fee (\$185) automatically waived.

Timeline:

The scholarship request form will open and close under the same timeline as the Open Studios Participant Registration. **Recipients will have until 5pm PST April 4, 2025 to accept the scholarship.** If you do not accept the scholarship offer by 5pm PST on April 4, 2025 the scholarship will be given to the next candidate.

SPACE SHARING:

Displaced Artists:

We are happy to help displaced artists find locations to show during the tour. If you are in need of a location, or if you are looking to share your space with artists- please choose that option when registering or contact us to be put on the space sharing list.

Sponsored Artists:

If you are interested in hosting an emerging artist at your studio- please choose that option when registering or contact us to be put on the space sharing list.

GUIDE ADVERTISEMENTS:

Reduced Advertising Rates:

Participating artists, galleries, and group studios receive a 20% reduced ad rate in the guide. This is a great opportunity for studios with more than one artist, studios offering classes, or any participant wanting to get more exposure for their studio. **Ad contracts and artwork are due June 27 at 5pm PST.**

- **Advertisement pricing and specifications are listed on the next page of this guide.**

ADVERTISE

AD DEADLINE: JUNE 27, 2025

To request an ad please contact Denay Woodman:
openstudios@thecenterforthearts.org
530.274.8384

OR

Scan or click the QR
Code to submit your
digital ad contract



AD RATES

Back Cover:	\$2000 (No Discount)
Inside Front Cover:	\$1500
Inside Back Cover:	\$1500
Full Page:	\$850
Half Page:	\$625
Quarter Page:	\$300
Eighth Page:	\$150

20% DISCOUNT
FOR
PARTICIPANTS

PRINT SPECIFICATIONS

Dimensions

Full Page:	8.5 x 11 in. (with bleed)
Half Page (horizontal):	7.85 x 5 in. (no bleed)
Half Page (vertical):	3.85 x 10.2 in. (no bleed)
Quarter Page:	3.85 x 5.05 in. (no bleed)
Eighth Page:	3.85 x 2.45 in. (no bleed)

Guide Details

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

Digital File Requirements

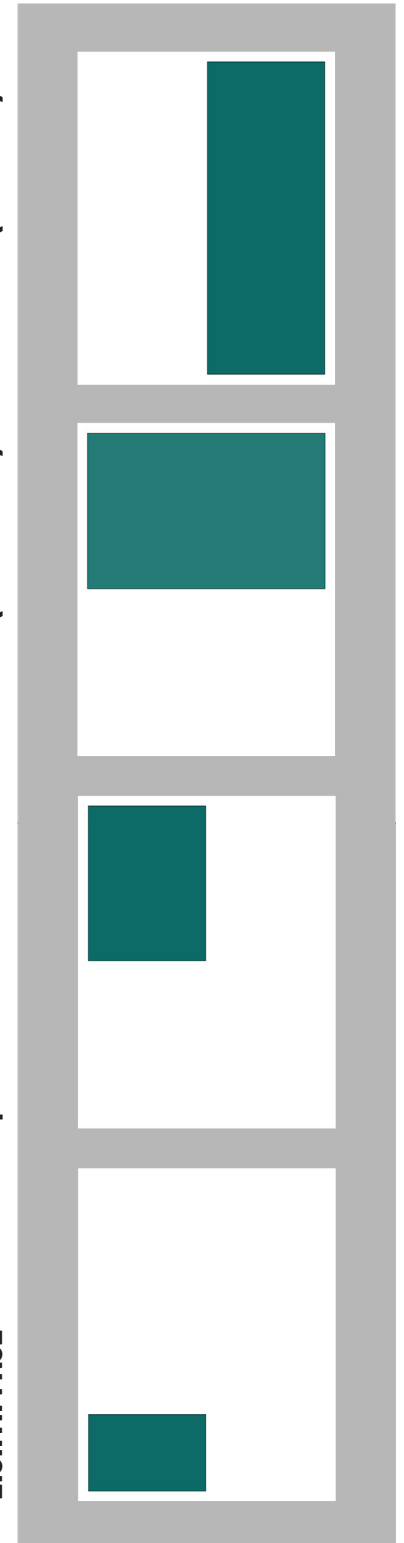
- Ads must be print ready
- Please submit files as high resolution PDFs
- Files should be in CMYK format and have all fonts, images and logos embedded
- All images contained in the file must be 300 dpi

HALF PAGE (VERTICAL)

HALF PAGE (HORIZONTAL)

QUARTER PAGE

EIGHTH PAGE





REFERENCE GUIDE

PREVIEW EXHIBITION PHYSICAL LABEL:

- **HAVE THIS FORM READY WHEN YOU SUBMIT YOUR PREVIEW EXHIBITION ARTWORK ONLINE FORM**
 - Copy your answers verbatim from the online form to this physical copy. Save this!
- **SECURELY ATTACH THE PHYSICAL FORM TO THE FRONT OF YOUR ARTWORK PRIOR TO DROP-OFF**
 - You can drop-off artwork only during the hours listed below:

TUESDAY, SEPTEMBER 9 | 10AM TO 4PM

- **It is required that everyone adheres to the listed artwork drop-off window. If necessary, you must arrange to have it handled in your absence. Late drop-offs cannot be properly curated into the show and will not be accepted.**

- - - - - CUT HERE - - - - -

ARTIST NAME	
ARTWORK TITLE	
ARTWORK MEDIUM(S)	
PRICE	
STUDIO #	