

PRINCE EDWARD COUNTY
StudioTour 2022
Tour Weekend • Sept 30 - Oct 2



APPLICATION FOR ENTRY PACKAGE

Prince Edward County Studio Tour (also referred to as *PEC Studio Tour*, *the Studio Tour* or simply *the Tour*) is a volunteer-run [Prince Edward County Arts Council](#) event. The Tour affords an opportunity for artists who are residents of Prince Edward County to open their studios to the public where they can display and sell their art, do demonstrations, and converse with new, repeat and potential clientele. Studio Tour Weekend and organized pop-up events attract hundreds of visitors annually.

Artists with a studio are encouraged to host one or more member Guest Artist at their studio during Tour Weekend. Studios with Guests generally draw larger numbers of visitors on Tour Weekend. It's not necessary for you to find a guest artist yourself. We can assist in matching you with a suitable candidate from those that apply.

Conversely guest applicants need not make arrangements with a Studio Artist Member prior to applying. There are many reasons to apply as a Guest. You need not reside in Prince Edward County to be a Guest Artist, although many do. They choose to because their studio/gallery is located in the far reaches of the County, or the studio physical space itself is not easily accessible to visitors.

Each "new to the Tour" applicant's work is subject to a jurying process and studio/gallery inspection. The jurying process is based on a number of criteria including the quality of the work, the professionalism of the presentation, studio/gallery space suitability, safety requirements, etc. Returning members may be subject to a jury interview to ensure that they continue to meet Tour requirements.

Diversity, equity and inclusion are cornerstones to a thriving art community. We welcome applications from underrepresented groups, including artists with disabilities, those that identify as Indigenous, BPOC, LGBTQ2S+, and young emerging artists.

The Tour strives for a balanced representation of artistic media and an optimal number of studio locations. We cannot guarantee that all applications will be accepted.

APPLICATION DEADLINE

FRIDAY, JANUARY 7, 2022

All applicants (new and returning) must submit a complete application/contract package no later than JANUARY 7, 2022 to be considered for the 2022 Tour.

Submission documentation, studio requirements and member obligations are detailed in the application form.

APPLY ONLINE AT:

pecstudiotour.com

SUBMIT BY MAIL OR HAND DELIVER TO:

PEC Studio Tour
c/o PEC Arts Council
206 Main Street, Unit 2J,
Picton, ON K0K 2T0

FEES FOR 2022*Payable to PEC Studio Tour at the time of application*

Individual Artist ^{1, 2}	\$300
Guest Artist ³	\$300 + \$30 PECAC Fee ³
¹ Double studios – each individual must submit an application. ² See applicable Requirements and Obligations section for important info about PEC Arts Council requirement ³ \$30 fee is not applicable if Guest Artist is a member of PEC Arts Council	

TOUR BENEFITS

- Representation in a full-colour, year-round guide. Tour brochures are printed in April and distributed throughout the Spring and Summer. Each participant’s section will consist of one image, name, location, hours and contact information.
- Representation on the Tour website - www.pecstudiotour.com - one web page per artist to include same information from the brochure plus an additional 3-5 images of the artist’s or gallery’s work with links to participants’ own website.
- Participate in events promoting the Tour.
- Mass marketing of the Tour through social media, newsletters, local and regional newspapers, magazines, radio coverage, e-blasts, etc.
- Opportunity for Studio Tour social media posts, radio interviews, etc. spotlighting your studio/gallery.
- Kick-off party on the Thursday before the Tour
- Networking with fellow County artists.
- Sponsorship funding to help cover costs.
- Tour signage to display on your property year round.
- Directional signage to your studio location during Tour Weekend.
- Supply of brochures for distribution throughout the year.
- The “instant credibility” of being a member of one of the longest running and most diverse studio tours in Ontario.

Questions? By email: studiotour@countyarts.ca Or call: 613-476-8767



REQUIREMENTS AND OBLIGATIONS

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

Studio (and Gallery Area) Requirements

- Studio should be a dedicated space in the home/workshop where artwork is created.
- Display/gallery area can be separate from studio work area. It should be well lit.
- Studio and gallery area must be open to the public on Tour Weekend.
- No other artist's work should be on display during Tour Weekend, unless classified as a double studio, collaborative artists' studio, or hosting guest member artist(s).
- Studio and gallery areas should be easily accessible and safe for the public. Nothing to trip over. No sharp tools, dangerous electrical wires or connections, no small items at child level, no very hot or cold apparatus within reach. It is recommended that all machinery be unplugged for the Tour weekend unless in a separate area not accessible by the public.
- Flooring should be even and stable. Stairs must be safe and include handrails.
- When open to the public, supplies, materials and tools used by the artist should be clean and organized. It is preferable to have some works in progress, some older and some recent examples of artist's work.
- All work should be labeled and priced.
- Ability to handle sales transactions electronically (Square, e-transfer, etc.).

Individual Artists with Studio must:

- Be a resident or ratepayer of Prince Edward County.
- Be a member of Prince Edward County Arts Council. For more information about the various levels of PEC Arts Council membership available and information on how to apply go to: <https://countyarts.ca/membership/>.
- Be prepared to demonstrate and discuss your work during the Tour.
- Have a working permanent studio space at your location where you create your art.
- Have a substantial body of your own original work available to display and sell on the Tour weekend. No other artists' work (unless a Tour guest artist) can be available to the public at your location on Tour weekend).
- All artwork must be original and hand-crafted – not mass-produced (no giftware). Exceptions include fine art reproductions (prints, giclees, etc.) and art cards.
- Be located in a building able to accommodate substantial traffic during Tour Weekend.
- Distribute brochures provided by the Studio Tour to your clients and to assigned locations within the County throughout the year.
- Provide your email address - all Studio Tour correspondence is electronic.
- Attend both general meetings (Spring / Fall) called by the Tour Executive (attendance is optional for Guest Artists).
- Be prepared to contribute to the Tour in a volunteer capacity, see page 8.
- Proof the brochure by the print deadline.
- 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 in good condition to the Studio Tour if you retire as a member of the PEC Studio Tour.
- Provide display items for the Information Centre, if applicable.
- Have adequate 3rd party liability insurance of not less than \$2,000,000. Participants may be required to provide proof of insurance.
- Participants must sign an Insurance Waiver – see Page 7.
- Maintain your own website, blog, Facebook and/or Instagram account, etc.
- Maintain a link from your website to the PEC Studio Tour website.
- You're encouraged to write one or more articles with accompanying photo or submit videos, about your art, studio space and/or your creative process. PEC Studio Tour will be pleased to promote you via the Tour's social media.

NB: The number of visitors can vary widely if you are in a remote location, especially if there are no other member studios nearby. We strongly encourage you to host one or more artists, or as an alternative, applying as a Guest Artist might be the best option for you. Having multiple artists at one location generally draws more visitors.

Guest Artists must:

- Have a substantial body of your own original work available to display and sell on Tour weekend.
- Be in attendance and prepared to discuss your work during Tour Weekend.
- Provide your email address - all Studio Tour correspondence is electronic.
- Provide display items for the Information Centre, if applicable, during the Tour weekend.
- If a County resident, be prepared to contribute to the Tour in a volunteer capacity.
- Proof the brochure by the print deadline – arrangements will be made for you to do this remotely if you unable to proof in person.
- Distribute Studio Tour brochures to businesses in your area.
- Maintain your own website, blog or Facebook/Instagram page.
- Maintain a link from your website to the PEC Studio Tour website.

** Guest Artists are required to pay \$30 as part of their Tour entrance fee attributable to the PEC Arts Council. This fee is not applicable if the Guest Artist is a member of PEC Arts Council. Visit <https://countyarts.ca/> for more information about membership.*

New Applicants, including those returning from an extended absence of more than 3 years, must:

- Participate in the jurying process during the month of January, including a visit to your studio/gallery by jury members if applicable, subject to first being deemed an appropriate candidate for the Tour at this time. Special arrangements will be made for new applicants who are Guest Artists.
- Individuals must submit by **January 7, 2022** as part of your application:
 - An artist biography/CV and artist's statement
 - 3 images of your recent work. Email images (max. size 5mb in .jpg format) to paverrall51@gmail.com. Include "2022 PEC Studio Tour New/Returning Artist Applicant" in the subject.

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2022 Prince Edward County Studio Tour Application / Contract

SUBMISSION DEADLINE: JANUARY 7, 2022

Ensure that the information below is accurate. It will be used in the printed brochure & website.

Artist Name: _____

Studio and/or Gallery Name if applicable: _____

Studio Address: _____

Postal Code: _____ Phone: _____

Website: _____ Email: _____

Washroom Availability Yes No Wheelchair Access Yes No

Type of Work (painter, potter, glassblower, sculptor, etc. - max. 3 words): _____

Brief Description about you/your work: (max. 20 words for brochure & website): _____

What are your regular Studio/Gallery Hours: (Be brief. For example: May - Oct, Daily 11-4):

Please mark all applicable:

- Studio Artist \$300
- Guest Artist \$300 + \$30 (if appl.)
- I was on the Tour within the last 3 years
- I am new to the Tour
- I am returning to the Tour after an extended absence

I am willing to host Guest Artist(s) during the Studio Tour Weekend. If Yes, How many? _____
It is not necessary for you find your own guest. We will assist in pairing you with a suitable guest based on applications received. Matching criteria includes artist(s) who create(s) work that is dissimilar to your medium and/or style.

Tour Hours:

For Tour Weekend the hours are Friday, Saturday and Sunday 10AM – 5PM
If your studio is in a remote outlying location, you can opt to stay open until 6:00
 I will stay open till 6PM

Social Media:

I promote myself through social media Yes No *(if Yes please specify below and if applicable provide your username)*
 Facebook _____
 Twitter _____
 Instagram _____
 Other _____

Those who were on the Tour within the past 3 years must submit:

- Signed & completed application form
- Signed & completed volunteer form
- Signed insurance waiver
- Applicable member fee either online or by cheque payable to **Prince Edward County Studio Tour** dated no later than **January 7, 2022.**

You will be contacted in January as to when and where to email your updated images and text for the brochure/website.

New applicants, including those returning from an extended absence, must submit:

- Signed & completed application form
- Signed & completed volunteer form
- Signed insurance waiver
- Cheque payable with applicable fee to **Prince Edward County Studio Tour** postdated to **January 30th**. Alternatively, if you wish to pay online you can do so after acceptance. *Postdated checks will be cashed only after successful selection.*
- Your artist biography/CV & artist’s statement
- Three images of your recent work. Submit images by email (max 5mb file size) to: paverrall51@gmail.com
Please indicate “2022 PEC Studio Tour New/Returning Artist Applicant” in the subject.

You will be contacted in January to set up a time for a jury visit to your studio/gallery space.
(Fees are non-refundable – NSF cheques are subject to a \$50.00 fee)

I have read and agree to comply with the terms and conditions of the PEC Studio Tour.
Non-compliance with any of these conditions may result in exclusion from the Tour.

Date: _____ Signature: _____

Only complete application packages RECEIVED by January 7, 2022 will be considered.
See Page 1 for mailing or hand delivery address.

Prince Edward County Studio Tour 2022 Insurance Waiver

Artist Name: _____

Business/Gallery Name: _____

Address: _____

Postal Code: _____ Phone: _____

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, 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 County Studio Tour, 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.

Date: _____ Signature: _____

Prince Edward County Studio Tour Volunteer Sign Up Sheet

All PEC resident Studio Tour Artists and Guests, must sign-up for volunteer positions.

Brochure Distribution: All participating resident artists/galleries are responsible for distribution of PEC Studio Tour brochures and/or rack cards to various locations throughout the County. A list of locations each is responsible for throughout the Season will be provided.

Please note all member participants need to be active and volunteer. Without the combined effort of our Executive Committee and our Tour Members this studio tour would not exist.

Please indicate a minimum of 3 tasks you are willing to volunteer for:

- Organize distribution of brochures/rack cards list by members
- Storage of brochures/rack cards
- Package brochures/rack cards and other advertising materials
- Storage of signs
- Organize Tour signage distribution within PEC
- Participate in Tour signage distribution within PEC
- Organize and participate in poster distribution within PEC
- Advertising planning committee member
- Executive Committee member
- Special Projects planning committee member
- Help set up / take down for special projects and General Meetings
- Arrange refreshments for Spring and Fall General Meetings
- Assist with advertising graphics
- Social media contributor (Facebook, blogs, Instagram, etc.)
- Be on call for volunteer positions when necessary

Date: _____ Signature: _____