



Guidelines & Application Form

*The 30th Annual Apples & Art Studio Tour
September 25th & 26th, 2021*

Submission Deadline: June 30th, 2021

We have decided to move ahead with plans to hold the Tour in 2021, and are reasonably confident Covid will be far enough in the rear-view mirror by then to make the in-person event possible. At the very least, you will be the featured artists when our new website launches. It is designed to be a useful search engine for artists all across the region all year round.

We invite all **disciplines** of artist to participate in the 2021, 30th edition of the tour. We look for a variety of visual, literary, glass, wood, textile, metal, sculpture, literary and multi-media artists. We are encouraging music, dance and theatre to look at adding to the venues. We are also encouraging students to participate at high school locations. We had a very successful year in 2019. With 85% of the artists reporting, the tour attracted more than 4,545 studio visitors who bought approximately \$70,000 worth of art.

The entrance fee for the 2021 Tour is \$90, to be billed after the deadline. DO NOT SEND PAYMENT AT THIS TIME. You must be a member of YAC to participate (click [HERE](#) or the 'Become a Member' button at yourartscouncil.ca – It's FREE)

The tour is organized by volunteers working as a Standing Committee of Your Arts Council, Cornwall & the Counties. We are planning a 4- or 5-fold bilingual brochure showcasing the locations and artists, which will be published in July on our new [website](#) (and [Facebook page](#)), with the printed brochure following shortly thereafter. After that point, late-joiners to the tour will be added to the website only. A map of the sites listing artists will be posted on the brochure, Facebook page and website.

This application contains a release you must sign and terms you must acknowledge in order to participate.

Fees and Deadlines

The Artist's Application form and Insurance Waiver are at the end of this document, available at www.applesandart.ca and on the Apples & Art Facebook page. Please mail or email the completed application and insurance statement to richard@yourartscouncil.ca or by mail to Richard Salem at the address below. **Do not make payment at this time.**

Your enrollment is not accepted without a signed and completed application form. New artists to

the tour must submit pictures of their creative works to the organizing committee for jurying. Returning artists must also submit new pictures of their creative works. The completed and signed Apples & Art application, no more than four digital pictures of your art, and a digital copy of your artist's statement must be received by **June 30, 2021**.

Email: **richard@yourartscouncil.ca**

SnailMail: **Apples & Art Studio Tour**
 c/o Richard Salem
 21 Leonia Street
 Cornwall ON K6H 5L5

Artist's Statement

It is important to keep the Artist Statement under 200 words. If you need help, try asking yourself the following questions:

What is my artistic medium?

What am I trying to say or do with this medium?

What can my visitors expect to see when they visit?

ONLY 200 words. Please DO NOT send resumes, school records and certificates. Must be in the body of an email or text of some kind that can be copied and pasted as text.

Pictures

Four (4) images in jpg format representing your current work (web resolution, no bigger than 800 pixels in either dimension). Please send in new pictures of current work, or we will have to leave your page blank. If you don't know how to change the name on a JPG file, get in touch, we can help.

The image names should be assigned in following format:

(Your NAME) - (TITLE OF PIECE) - (Medium).jpg

For example, Richard Salem's artwork, titled "Bird in Flight", made with acrylic paint on canvas, would be named:

Richard Salem – Bird in Flight – Acrylic on Canvas.jpg

Our new website uses tags, descriptive search terms people would enter to find you or your work. They already have your contact info available, but nothing on what you do. That's what these tags are for. If you like painting Butterflies, 'Butterflies' would be a good tag. If the butterflies are part of a pastoral landscape, then pastoral and landscape are good tags too. Other good tags, assuming they're appropriate, might be 'Oil on Canvas', framed, whatever you want to add that you think people might search for. Tell us what you want your tags to be. So, **for each image, Please send the following information as text**. The example is for the file above. The file name itself already contains your name, the painting title and the medium.

Filename: Richard Salem – Bird in Flight – Acrylic on Canvas.jpg

Suggested tags: Birds sky landscape large colourful Orphic Cubism framed

The better the tags you can come up with, the better your matches will be.

Jurying

All new artists to the tour are juried by the Apples & Art Studio Tour Committee. Jurors' selections are based on the level of technical skill, quality of workmanship, and originality of design as represented by the images submitted. Not all applications will be accepted. The decision of the jurors is final.

**Notification of Acceptance into the Tour will be by email no later than July 15th 2021
(for first time applicants only)**

Responsibilities

Apples & Art Studio Tour Committee is responsible for:

- All administration
- Managing the budget and payments for Tour-related activities
- Creation of printed materials and signage
- Online promotion, social media and websites.
- Publicity, promotion, marketing and communication, and paid advertising within budget limitations

Artists are responsible for:

- Maintaining open studios both days, **10 a.m. to 4 p.m.**, being available to the public,
- Applications and support materials delivered on time and complete
- Distribution of artist's share of promotional material
- Picking up, posting, removing and returning of directional studio tour signs,
- Ensuring studio space is safe and prepared to welcome visitors
- Ensuring that the only art exhibited is the work created by the fee-paying artist
- Ensuring liability insurance for their own studio
- Keeping and reporting visitor statistics to the Tour Coordinator

Questions? Call or email Richard Salem (richard@yourartscouncil.ca or 1-888-405-7922 or 613-360-0485)