



PROSPECTUS

Established in 2004, the Kirkland Artist Studio Tour (KAST or "Tour") is organizing its seventh annual tour, scheduled for Mother's Day Weekend, May 8 and 9, 2010. Kirkland Artist Studio Tour is a free, self-directed artists' studio tour whereby the public is invited to enter artists' workplaces to view art and make purchases.

Guidelines for All Artists (New and Returning):

- Studio tour locations are strictly limited to the Kirkland area
- Artists who do not have a studio within Kirkland must show at a Kirkland venue, either in a local gallery or at another artist's studio
- All tour locations must be open the entire time Saturday, May 8 AND Sunday, May 9 from 10 AM - 6 PM, and artists must be present at their studios during the tour
- Artists are responsible for collecting and remitting sales tax on all sales
- Artists are responsible for insuring their studios for this event
- Artists must pick up KAST brochures and signs promptly when notified of availability
- Artists must commit to distributing KAST information before the event and to setting up appropriate signage to direct visitors
- Artists must plan to attend scheduled meetings and commit to helping with the orchestration of the Tour to ensure its success for all
- The **Application and Release Forms** must be filled out completely and submitted to Kirkland Arts Center no later than **Tuesday, March 9 (link at bottom of page)**
- Three to five digital images of artist's work must be submitted via email for promotional use and advertising. Image size must be 4" x 6", at 300 pixels/in.
- KAST artists must be members of Kirkland Arts Center at the \$150 Patron membership level.
- 2010 KAC Membership dues are to be paid in full at (or prior to) the time of application.
- Communication among artists and Kirkland Arts Center will be primarily email-based, so all artists must have a working email address.

Returning KAST Artists

If you participated in KAST in 2009, you do not need to be juried in for KAST in 2010. Artists are eligible to participate in KAST for 2 consecutive years without having to be re-juried. This policy will be re-evaluated for 2011. If you have previously participated in KAST, you must still submit an application for 2010 and email new digital images of your work for inclusion in promotional materials.

New Artist Applications

New artists to KAST must be juried in for inclusion into the Tour. After acceptance, artists are subject to re-jury every 2 years to ensure the standard of work is maintained. New participants must submit an application and email digital images representative of their work. Applicants will be notified by Friday, March 12 of their jurying results.

Standards of Work:

All work submitted for jury and sold during KAST must be original artwork, of professional quality, handcrafted by the applicant. Works may not be produced from commercial kits or prefabricated forms. Second hand items and imports are not accepted.

Sharing Studio Space and Encouraging Visitors

Studios are more heavily visited when there is more than one artist showing. Artists who would like to participate but who do not have a studio in Kirkland are responsible for finding their own space in Kirkland to show. Most Kirkland-based KAST artists are happy to share studio space to ensure good traffic. Please note visitation is also increased when studios are clustered together. You can create a cluster of studios by inviting artists in your area to apply.

Recommendations for Participating Studios

- During KAST, artists are strongly encouraged to demonstrate their artistic process while open to the public.
- If not actually creating artwork during the Tour, it is highly recommended that studios include an art production area (materials/tools displayed, works in progress, etc.) open to the public (besides the art, this is what the public comes to see).
- Studio spaces must be suitable for showing work and welcoming visitors: appropriate lighting, sufficient space for art to be displayed in a presentable manner, and room for visitors to move around comfortably, etc.
- Parking should be considered; space for parking should be available for visitors

KAC Membership required for KAST Participation

Artists who participate in KAST must be members of Kirkland Arts Center at the Patron Level, starting at \$150. ***Benefits of Patron Membership include:***

- Member rates on all KAC classes and workshops
- Early class registration privileges
- Access to Open Painting and Drawing Studio on Friday afternoons
- Eligibility for participation in the annual juried KAC member exhibition
- Eligibility for participation in KAC's art store, has
- Invitations to KAC exhibition previews and most special events
- Invitation to Gallery pre-opening receptions and artist/curator talks
- 10% discount on booth fee for participation in Kirkland Uncorked
- Discounts at art supply stores, including:
 - Museum Quality Framing in Seattle
 - Bellevue Art and Frame
 - Artist and Craftsman Supply in Seattle
 - Dakota Art Stores in Seattle, Mt. Vernon, Bellingham
 - Daniel Smith Art Stores
- Regional access to the arts:
 - 2 for 1 admission to Henry Art Gallery
 - Members' pricing on all Bellevue Arts Museum classes

As a KAST participant, you'll receive:

- Listing by name and studio location, with color image in the official KAST brochure
- Listing by name and studio location on KAST website, with images of your work
- Link from KAST website to personal website, if appropriate
- KAST publicity (street banners, print and online advertising, email announcements, KAC newsletter and catalog, and more.)
- Thousands of brochures mailed out locally
- Up to 50 postcards to distribute to your own mailing list
- Exterior signage to guide guests to your studio
- Artist management, support, and communication through Kirkland Arts Center

Artists interested in increasing their membership level at KAC to the Benefactor Level (\$250) and above will also enjoy free admission and/or gift shop discounts at over 300 museums across North America through KAC member participation in NARM. *Please contact KAC Development Director [Lauren Erlinger](#) at 425.822.7161 x 107 for additional information about KAC memberships and donor levels.*

Digital Images

- Each artist must submit via email, 3-5 digital photographs. Images should be the most representative of works that will be available during the Tour
- Images must be high quality JPEG Format
- Optional: Artists may include one additional photograph of themselves working, or pictured with their art
- Each image should be identified and numbered - "Last name, First name, 1-5"

Schedule of meetings

Please note the following dates and times and plan to participate as much as possible in the planning and preparations for KAST. If you would like to be a part of the Planning Committee, please contact Desiree. Your participation is welcome and encouraged.

- **Kick-off/Informational Meeting:** March 3, 7 PM at KAC Gallery
- **Postcard mailing list/reservation due:** March 22 by 5 PM
If you wish KAC to mail your postcards, please email your mailing list to Desiree in Excel or CSV format by the above deadline. If you wish to mail the postcards yourself, you may reserve up to 50 postcards for pick up March 29. (Make your reservation by March 22.)
- **Reserved Postcard Pick-up:** March 29, between 11 AM and 5 PM
- **Post-Tour Meeting:** May 26, 7 PM at KAC Gallery

Who can I contact with questions?

Kirkland Arts Center will be managing KAST again for the 2010 Tour. Staff at KAC will be working together on the various different aspects of the Tour management and planning. Desiree Briel Rodi will be the primary KAST organizer and your contact person. If you have any questions, problems, ideas, or concerns relating to KAST, please email Desiree at dbriel@kirklandartscenter.org. Desiree is at KAC 3 days per week, so email is the best way to communicate. However, you are always welcome to contact her by phone or leave a message for her at **425.822.7161 x 106**.

Checklist

1. Read and understand all details of KAST 2010 Prospectus
2. Complete Application and digitally sign Release Form online
3. Submit 3-5 digital images - emailed to KAST@kirklandartscenter.org
4. Pay KAC Membership
5. Note Kick-off and Post-Tour meetings dates - plan to attend
6. Optional: send an email to Desiree to introduce yourself!