



Art Where It Starts
2022 Monterey County Artists Studio Tour
Presented by Arts Habitat

October 8, 9, 15, 16, 2022

Individual Registration Form

Artist's Name

Mailing Address City Zip

Tour location address to appear in catalog City Zip

Phone number to appear in catalog (one that will reach you during the Tour)

Other Phones: Home Cell

Email Website

Showing with other artists?

- Yes
- No

Please list the names of the other artists. No more than 6 artists may participate in each location.

Description of medium, 3 word limit (examples: "Acrylic painting" or "Fine art monotypes" or "Photography, drawing & painting")

ALTERNATIVE SPACES

Are you interested in participating, but don't have a studio or prefer to show your work somewhere other than in your studio? We have arranged for use of several locations, at no additional cost to participants. Please contact staff@artshabitat.org for further details and to reserve your space.

REGISTRATION FORMS AND FEES MUST BE POSTMARKED BY THE FOLLOWING DATES:

- March 1, for a registration fee of \$200 (Early Bird Fee)
- June 1, for a registration fee of \$250
- July 1, for a registration fee of \$300
- August 1, for a registration fee of \$350

You are welcome to participate one weekend or two. There is no additional cost to participate both weekends unless you will be located at a different location each weekend. The fee for two locations is your base fee plus 50%.

In order to increase participation in Salinas and South County, Arts Habitat is offering a 50% discount off the above listed registration fees to artists and arts organizations participating in Salinas, Salinas Valley and South County.

ORGANIZATIONS

Monterey County arts organizations are invited to join the tour; its members can participate in a collective exhibition and sell their works. Find the organization's registration form at ArtsHabitat.org, or contact staff@artshabitat.org.

COLLATERAL PIECES, PUBLICITY AND EDUCATION PROVIDED BY ARTS HABITAT

1. Digital and printed Tour catalogs. Both are also provided to the Monterey County Weekly and Carmel Pine Cone for insertion in their publications in the weeks before the Tour.
2. Digital and printed postcards
3. Location signs, to be placed at your location and throughout your neighborhood and at the intersections near you to guide Tour Takers to your studio.
4. Workshops that teach best practices and tips for a successful Tour.
5. Media coverage in local papers and KAZU radio.
6. Postings about each participant on our websites and social media accounts.

REGISTRATION DETAILS

Please submit four high-resolution, horizontal, digital images of your work with the proportions of 1.5 : 1. Email images to staff@artshabitat.org. The images will be used in the catalog and in promotional advertising. Digital image files should be a total of no less than 1,000 pixels, and no greater than 1,200 pixels, on the longest dimension. Files can be saved in RGB or CMYK mode and in .jpg or .png file format. Images provided as RGB will be converted to CMYK and no color corrections will be made. Vertical, square and round images will be cropped to fit the catalog format. Some cropping may occur to horizontal images as well.

You will also be included in the Studio Tour Artists section of the Arts Habitat website. Arts Habitat will post your images and a brief artist description. The artist description should be a maximum of 100 words. The sooner you submit images and information, the sooner you will be featured on our FaceBook pages. The final deadline to submit catalog images is August 1, 2022.

Checks and credit cards are accepted. Make credit card payments via the "Register" button at Artshabitat.org. Download the fillable pdf form from our website and email it to staff@artshabitat.org. Make checks payable to "Arts Habitat" and mail checks and paper forms to P.O. Box 4104, Monterey, CA 93942

Total paid \$

I will participate:

- October 8 & 9, 2022
- October 15 & 16, 2022
- Both weekends

WE NEED YOUR HELP TO PROMOTE THE TOUR.

- Check here if you will help with catalog distribution to hotels, bookstores, libraries, coffee shops, etc.

* **Note:** Please add staff@artshabitat.org to your contact list, so that you're sure to receive emails about the Tour, Workshops, the Tour Exhibition, and other important details related to participating in the Tour. Please also check your spam folder regularly to make sure messages aren't going there.

ARTISTS STUDIO TOUR ONLINE GALLERY

Arts Habitat runs an online sales gallery for registered participants of the Studio Tour. If you would like to participate in the Online Gallery, go to <http://www.artshabitat.org/events/> to learn more and to sign-up. Contact staff@artshabitat.org with questions.

AGREEMENT

2022 Monterey County Artists Studio Tour (MCAST)

I understand and agree to the following terms and conditions:

1. To open my studio and be present from 11 a.m. to 5 p.m. on both days of the weekend(s) of my participation.
2. That the images submitted with my application may be used for promotion of the event
3. That all promotional materials that I develop for MCAST, including postcards, e-mails, and my website will include the MCAST logo
4. To indemnify, defend and hold harmless Arts Habitat, Inc., and its officers, agents, and employees for any and all liabilities, claims, errors, omissions, losses, accidents, and expenses, including attorney's fees and court costs in any manner caused by, arising out of, or in connection with, either directly or indirectly, the MCAST event. I acknowledge that I have been advised that my MCAST site should have appropriate liability and other insurance, that I should obtain any necessary city licenses, and that I am taking full responsibility for opening to the public
5. That I'm aware that a \$100 administration fee will be deducted from all registration fee refunds; and that refunds will not be made after August 1, 2022.

Signature Date

Questions? Contact Shirmaine Jones, Arts Habitat Administrator, at staff@artshabitat.org, 831-624-6111, or go to ArtsHabitat.org.