

VERMONT CRAFTS COUNCIL'S FALL OPEN STUDIO WEEKENDS

OCTOBER 14 & 15 10:00 – 5:00

REGISTRATION DEADLINE: **JUNE 16, 2017**

1. **Business Name:** _____

Maker/Contact Name: _____

We will use this info on Map Listing and on our Website.

Ph: _____ Check One --> ___ Home or ___ Studio/Gallery?

Postal Address: _____ **Town:** _____ **Zip** _____

We prefer to send Open Studio news, updates and directions proof to you by **e-mail**. We will mail an Open Studio information packet to all.

E-mail: _____ Web Site: www. _____

2. Site Location and information IF DIFFERENT THAN ABOVE ADDRESS:

Physical Address _____ Town: _____

County _____ Zip _____ Ph: _____

3. Please check the one that BEST applies (all registrants pay the same fee \$110):

- A. ___ My site is my studio.
- B. ___ I'll be doing Open Studio as a guest at someone else's site. _____
- C. ___ My site is a gallery exhibiting the work of many artists year round.
- D. ___ My site is a gift shop, with my work as one part of a broader mix.
- E. ___ My site is a hub site that will host a group of artists for Open Studio. Note **that only artists registered with us will be included in our promotion.**
- F. ___ My site is an art or craft school at times other than Open Studio.

4. MAPS AND DIRECTIONS

Past Open Studio Participant?

Are the directions we used still accurate? Yes ___ No ___ (attach new directions)

Was your location on the map correct? Yes ___ No ___ (attach map with correct location)

What year did you **last** participate? _____ Spring ___ or Fall ___?

New Participant – DIRECTIONS NEEDED – NOTE CHANGE FOR FALL 2017

Please provide **BRIEF** directions to your site from a major road or town and include with this form. We will be using a **scaled down directions section** and may not include everything you give us.

5. INDEX DESCRIPTION: ONLY 2 words (not phrases) that describe your work

1. _____ 2. _____

6. DIRECTIONS SECTION:

Choose **ONLY 5** words (not phrases) that describe what (your artwork) visitors will find when they visit your site:

1. _____ 2. _____

3. _____ 4. _____ 5. _____

7. Make your studio stand out by placing an ad (optional) in the Vermont Open Studio

Tour Guide! E-mail ad to sally@sallystetson.com by JULY 15, 2017.

A. _____ 3.375" X 2.5" - **\$195** B. _____ 4" X 2.5" - **\$250**

ARE YOU A MEMBER? _____ Yes, I've included membership form and fees. _____ Yes, I'm already a member.

PAYMENT SUMMARY

Please check appropriate options below

_____ \$110 site fee. + _____ Ad in Studio Tour Guide = _____ Total Open Studio Fees

Payment Method? ___ Check enclosed. ___ Visa/MC.

Card #: _____ Exp ____/____ Security _____

Signature: _____

ALERT!! NEW OPEN STUDIO EXPECTATIONS – UPDATED 10/30/15

1. Hours for Open Studio Weekend are from 10:00 to 5:00, Saturday and Sunday. You agree to be in your studio and available to visitors during that time.
2. In the event that you need to withdraw from OSW, you will communicate to the office ASAP. Refunds will not be issued after the map has gone to press.
3. Education of the public through explanation, exhibition or demonstration of processes and materials is a **required** element of all participant sites in this event (with the exception of galleries).
4. Participating galleries will feature the work of Vermonters during Open Studio Weekend.
5. You will use Open Studio yellow signs for **yourself only** and **for the event** in which you are registered.
6. Promotion of your Open Studio event is a task you share with the Vermont Crafts Council. You should expect to spend some amount of money on advertising to your customers.
7. Maps and posters are promotion tools that you pay for, and they should be distributed as early and widely as possible. You are expected to pick up materials from a local contact in your area, or from the office at **104 Main St** in Montpelier.
8. In order to be most effective in bringing visitors to your studio, signs must be properly prepared to withstand the weather and placed in several locations along the road (not just in front of your door).

Failure to follow these expectations undercuts the success of Open Studio for you and for your customers.

My signature below indicates that I understand and will abide by these expectations:

Name: _____ Date ____/____/____

SEND THIS FORM TO Vermont Crafts Council, PO Box 938, Montpelier VT 05601.

Questions? Vt1crafts@aol.com or (802) 223-3380.