

14<sup>th</sup> Annual San Ramon Valley  
**OPEN STUDIOS**

**JUNE 7-8, 2008 (Sat-Sun) + Gala JUNE 6 (Fri)**

The **Alamo-Danville Artists Society** (ADAS)

has co-sponsored the Danville-Area Open Studios with the **Town of Danville** since 1993. Proceeds from the event fund art grants for programs in the San Ramon Valley Unified School District.

By 2008, the success of this event has grown, and the **San Ramon Arts Foundation** (SRAF) has joined as a co-sponsor, with support from the City of San Ramon. The partnership of ADAS and SRAF was sparked by our common interest in funding art programs in our shared school district. And together, the complementing strengths of our two non-profits are ensuring access to more talented local artists through the *San Ramon Valley Open Studios*.

Memberships in ADAS & SRAF are open to everyone. Visit [www.adas4art.org](http://www.adas4art.org) or [www.sanramonarts.org](http://www.sanramonarts.org) for more information. To learn more about our community, visit [www.ci.danville.ca.us](http://www.ci.danville.ca.us)

**You are invited to participate in the 14<sup>th</sup> Annual San Ramon Valley Open Studios.** This exclusive tour enables local artists to display an unlimited volume of work and gain direct recognition and feedback from the public. Sales are transacted between artists and their buyers. Artists set up demonstrations of their art process so that visitors/buyers can better appreciate their work. Refreshments and live music can also add to the fun. And the community embraces this event because it supports grants for art teachers in the San Ramon Valley School District.

This event is co-sponsored by the Town of Danville, Alamo Danville Artists Society (ADAS) and the San Ramon Arts Foundation (SRAF). And we are grateful to the generous support of the Danville Weekly, City of San Ramon and several local businesses.

Early registration is due by **March 31, 2008**, which provides artists the opportunity to be included in our full-color brochure map. Space in the brochure is limited to about 70 artists this year, and is available on a first-come, first-served basis. All artists will be included in our online and printed map addendum. This is not a craft show; a limited number of “fine crafts” may be considered, but are not guaranteed space.



ADAS & SRAF are non-profit organizations, as defined under section 501(c)(3) of the Internal Revenue Code.

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## PROSPECTUS

**Eligibility:** Fine art mediums are welcome. Some fine crafts will be considered. No limits on residency and membership is not required.

**Promotion:** Participating artists will be promoted in a variety of ways...

- **Brochure Map** (25,000 printed in full color): Includes examples of artists' work + contact info and a numbered map to guide public through the tour. *There is room for about 72 artists on the brochure. Artists need to register early to ensure placement. First-come, first-serve.*
- **Preview Exhibit:** Each artist can exhibit one piece of artwork at Danville Community Center (June 6-8). *An updated map listing all artists will be available here.*
- **Press releases** will be sent to all local media for editorial coverage.
- Our 8 sponsors and other **local business** will have posters & our maps available for the public.
- **Balloons and signs** will be posted throughout the tour all weekend.
- The *Town of Danville* will publish this event in their **Spring Recreation Guide**.
- The *Danville Weekly* will distribute our brochure map as well as publish our map and list of artists in their paper (circulation ~18,000).
- **Internet:** updated listings and map of all participating artists will be posted on ADAS & SFAF websites.

**Sales:** Artists negotiate and transact all sales directly with buyers, and are responsible for paying sales tax (8.25%). All sales need to be recorded on provided Sales Log Form.

**Registration Fee:** \$50 for members of ADAS or SRAF and \$75 for non-members (per each participating artist). A 10% commission is due on all sales; ADAS donates to our Community Art Education Program (CAEP).

**Studio Location:** Artists can operate from any residential or retail location they have obtained permission to use within Alamo, Danville or San Ramon. The "studio space" can be indoors or outdoors; please provide appropriate shade and temperature conditions for the public. Bathroom facilities are optional. Artists are encouraged to share studio space\* with two or more other artists; locations with multiple artists get more traffic. Sharing also allows you to combine resources (i.e. mailing lists, refreshments, etc.). Only one location per artist. Artists must be present with their art both days.

\*We will also have a location in Downtown Danville (free) and in San Ramon (\$50 per artist) to host artists without studios.

### Important Dates:

- Mar. 19 Free digital photo session (begins 9am)  
Artists are strongly encouraged to have artwork they want featured in our brochure & website to be shot on this day at the ADAS Pioneer Art Gallery (524 Hartz, Danville)
- Mar. 31 **Registration forms & image files due**  
Registrations received by this date that are missing a photo file will be considered incomplete & ineligible for brochure.
- Apr. 21 Artist orientation (6-8pm at Village Theater)
- May 9 Last day late registrations can be accepted  
*(will include in map addendum & online; too late for brochure)*
- Jun. 6 **Drop off preview artwork** (1) at Danville Community Center (9a-12p)  
**Gala Reception** – Danville Community Center at 420 Front St. (6:30-9pm)  
*Pickup event balloons on your way out*
- Jun. 7-8 **Open Studios Tour, 10am-5pm**
- Jun. 16 Surveys, mailing lists & commissions due

**How to Participate:** All materials must be received by email or postmarked by Mar. 31 to be eligible for inclusion in our printed brochure.

- 1) **Mail** completed/signed registration form & bio/resume.
- 2) **Mail** check of \$50 or \$75 (payable to "ADAS").
- 3) **Mail or email** a high-resolution color image\* (.jpg or .tif) (Mailed files must be on a CD in protective hard case.)

MAIL: 3169 Miranda Ave, Alamo CA 94507  
EMAIL: artpromoter@sbcglobal.net

\*Call 925-820-2050 or email if you need image file consultation.

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# OPEN STUDIOS

## JUNE 7-8, 2008 (Sat-Sun) + Gala JUNE 6 (Fri)

**ARTIST REGISTRATION** Emailed or postmarked by March 31, 2008 to be eligible for inclusion in the printed brochure. **Late registration accepted until May 9th.**

NAME: \_\_\_\_\_

EMAIL: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

CA RESALE TAX ID (required): \_\_\_\_\_

**STUDIO LOCATION FOR THE TOUR:**

at my studio  at other artist's studio  find me space --OR--  
 at Danville Town Meeting Hall  San Ramon Community Center (+\$50)

Street: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Nearest Cross Street: \_\_\_\_\_

Phone: \_\_\_\_\_

**PERMANENT CONTACT INFO:** *(if different than above)*

Street: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

**YOUR OPEN STUDIO:** *(mark all that apply, or check "TBD" if you are awaiting space)*

- My work will be displayed:  Indoor  outdoor uncovered  outdoor covered  TBD
- My space is handicap/wheelchair accessible:  yes  no  TBD
- I am able/willing to share my space with other artists:  yes (how many: \_\_\_\_\_)  no  TBD

**YOUR ARTWORK:** *(mark all that apply)*

- Price Range:  up to \$50  \$50-\$400  \$400-\$1,000  \$1,000-\$3,000  over \$3,000
- Format/Medium(s): \_\_\_\_\_
- Title of piece for brochure: \_\_\_\_\_ Size: \_\_\_\_\_
- My image file is saved on CD & mailed with my form. -OR-  My image file will be emailed to artpromoter@sbcglobal.net  
*This does not need to be same piece you have at the Preview Exhibit.*

**VOLUNTEERING:** Please mark the area(s) that you can contribute to this year's event:

- Artist Orientation  Preview Exhibit  Gala Reception  Posting Signage  Promotion & Enlisting Sponsors

**PROMOTION:** Please include a brief description of you & your work (up to 200 words) + a list of any awards and/or shows.

**REGISTRATION CHECKLIST:**

- 1) Mail completed/signed registration form.  
*(Make a copy of this for your files.)*
- 2) Mail or email artist statement (<200 words)
- 3) Mail \$50 or \$75 entry check (to "ADAS")
- 4) If reserving SRCC space, mail \$50 check  
Payable to "SRAF"
- 5) If you need us to scan a photo of your artwork (no slides), mail photo + \$15 check  
Payable to "Bauer"

MAIL: 3169 Miranda Ave, Alamo CA 94507  
EMAIL: artpromoter@sbcglobal.net

*\*Email or call 925-820-2050 if you need image file consultation.*

**I ACCEPT ALL THE TERMS OF THIS EVENT (sign here):**