

6TH ANNUAL ARTIST AT WORK STUDIO TOUR



September 28, 29, 30, 2012

sponsored by
Saranac Lake ArtWorks
PO Box 1274, Saranac Lake, NY 12983

Saranac Lake
artworks

REGISTRATION FORM & BROCHURE/WEB INFORMATION

REGISTRATION DEADLINE: May 1, 2012

Registration Fee per Artist: \$65

NAME: _____

BUSINESS NAME: _____

STUDIO ADDRESS*: _____

STUDIO PHONE #*: _____ E-MAIL: _____

WEB SITE: _____

(* If your regular mailing address/ phone is different please write in on the back of this page.)
A downloadable Studio Tour application is available at our web site. www.saranaclakeartworks.com

REGISTRATION FEE: \$65.00 Per Artist

Please provide a sample of your work. *E-mail a jpeg c/o <deleifheit@gmail.com>*

Please describe your work in 20 to 25 words as you would like it to read in the tour brochure. (Use the back)

My studio is is not handicap accessible.

I will be presenting in my own studio. Yes No

I will be demonstrating my work. Yes No
If yes, please describe and include times if necessary: _____

I have space in my studio to share with guest artists. Yes No
If yes: I can host up to _____ (#) guest artists

I would like to be a guest artist at another host studio space. Yes No
Preferred host site, if known: _____

I will participate on Friday, September 28 10:00 to 4:00 Yes No

I will participate on Saturday, September 29 10:00 to 4:00 Yes No

I will participate on Sunday, September 30 12:00 to 4:00 Yes No

My studio is open year round - My hours are: _____

My studio is available by appointment only.

KEEP IT GREEN. I have signs from last year I need # ____ signs.

IMPORTANT: Clearly describe how to reach your studio starting from Main Street in Saranac Lake. Please use route/street numbers. Use the reverse side for your driving directions.

Please make checks payable to Saranac Lake ArtWorks.

DEADLINE May 1, 2012

MAIL check and registration form to: Saranac Lake ArtWorks, P.O. Box 1274, Saranac Lake, NY 12983

6TH ANNUAL ARTIST AT WORK STUDIO TOUR



September 28, 29, 30, 2012
Friday & Saturday 10:00 to 4:00
Sunday 12:00 to 4:00
sponsored by
Saranac Lake ArtWorks
www.saranaclakeartworks.com
518.891.2615



CALL FOR ARTISTS!

REGISTRATION DEADLINE: **May 1, 2012**

KEEP THIS PAGE!

Visual artists and crafts people are invited to participate in the **6TH ANNUAL ARTIST AT WORK STUDIO TOUR**. This self-guided tour in the Tri-Lakes area of the Adirondack Park offers a wonderful opportunity for neighbors and visitors to meet regional artists and crafts people, learn about their creative process, and purchase their work.

The **ARTIST AT WORK STUDIO TOUR** has become a tradition in the Tri-Lakes area. The web presence and year-round brochure provide one of the best advertising exposure opportunities for regional artists.

The **ARTIST AT WORK STUDIO TOUR** is a three-day event. You select which days you want to participate. We encourage all artists to demonstrate their work during the tour. Be prepared for sales and they will happen.

The Studio Tour brochure is designed to be available as a year-round reference for your work - not just during Studio Tour. Be sure to provide clear driving directions to your studio. Studio Tour signs, posters and brochures are available for pickup in July at the Adirondack Artists' Guild - Studio Tour Central, plenty of time for you to promote your open studio to neighbors, friends and patrons.

You may participate even if you do not wish to open your studio to the public. Be a guest artist at a host sites - another artist's studio, restaurants, stores, hotels, etc.

Let your fellow artists know about this year-round promotional opportunity. We are looking to build interest in the regional artists of Tupper Lake, through to Piercefield and Childwold, north of Saranac Lake to McCollums, east to Vermontville and Kate Mountain, and Lake Placid to Wilmington and Jay.

In addition to the year-round brochure, Saranac Lake ArtWorks creates a web site for Studio Tour, where Tour Travellers will find your studio page with directions, information, and an example of your work, available at www.saranaclakeartworks.com. Check out 2011 tour participants there. The information is online though May. *Please include a photograph with your application or e-mail a good quality jpg to Diane at <deleifheit@gmail.com> to be included on your page.* Other promotional efforts by Saranac Lake ArtWorks are press releases, advertising, postcards and posters, banners placed in Saranac Lake and beyond, sponsorship by North Country Public Radio, Lake Placid Center for the Arts, Saranac Lake Chamber of Commerce. That is a real bang for your advertising buck.

Become involved. We are always looking for artists to help with organization and promotion of this event. Volunteers are needed to work on: advertising, publicity and distribution. Contact Susan Olsen <borealiscolor@gmail.com>, Diane Leifheit <deleifheit@gmail.com>, Cris Winters <crisniche@gmail.com>

REMEMBER: The sooner we get your information, The sooner we can print our brochure and get them distributed to all those potential Tour Travellers.

Time to clean up the studio and produce work. Please respond soon.

Thanks,

Diane, Susan, Cris

6TH ANNUAL ARTIST AT WORK STUDIO TOUR is supported in part by a Developing Community Arts Grant from the New York Council on the Arts, administered by the Arts Council of the Northern Adirondacks.