



Call for Participation

Prospectus

15th Annual Sierra Art Trails

September 29 through October 1, 2017

Artist's Submission Deadline - May 1, 2017

Welcome to Sierra Art Trails 2017, our 15th Anniversary Yosemite Foothills Open Studio Tour. We are excited to celebrate this milestone year, and are very pleased you are interested in joining us. The exhibit is the largest art event in our area, showcasing a wide range of media including painting, photography, jewelry, sculpture, fiber arts, woodcarving, ceramics, glass, and more!

Since our first exhibit in 2003, Sierra Art Trails has built a dedicated audience excited to attend year after year. In addition to visiting with the artists and purchasing works directly from the people who create them, visitors are encouraged to explore our communities, patronize our hotels and restaurants, and learn more about our area.

We are very proud of the support we receive from our advertisers and sponsors, and our communities. We are excited to have the support of Valley PBS, Visit Yosemite Madera County, KJWL radio, Sierra Telephone, The Fresno Philharmonic, the Madera and Mariposa Art Councils, and the many other businesses, organizations, and individuals that offer their support or participate in the event. We believe it is this collaboration that leads to our success.

As an artist, there are many reasons to apply. Participating artists are featured in the tour catalog, included in a month-long Preview Exhibit, and benefit from an extensive advertising campaign. While successful sales are important, the exposure alone is well worth the cost. Networking opportunities, offers to participate in other exhibits, and post show sales often result from participation in Sierra Art Trails.

Sierra Art Trails 2017 Application - Submission Instructions

This is our first year working with Online Juried Shows to complete the application process. As a result, the application has changed from past years. Please follow the application instructions carefully.

Artists interested in participating must first create an account on OnlineJuriedShows.com, then fill out the application, submit five images of current work (created in the past 24 months) for jury consideration, and pay the \$25.00 jury fee. Artists who are accepted must pay the \$125 balance by June 1st 2017.

Entering Your Images:

Entry form must be filled out in its entirety. List sizes up to the nearest inch. Submitted images must not include matting or frame. Crop the photos to include only the artwork. Be sure your images are right-side-up.

Before uploading your images, make sure they are smaller than 4MB, but at least 1920 pixels on the longest side at 72 dpi. Images should be in JPEG format, sRGB color space. Help in photographing your work and properly sizing your images can be found at: www.OnlineJuriedShows.com/help.aspx. If you need help entering your images or are unable to, please write to us here: <https://onlinejuriedshows.com/Contact.aspx>.

Please add Services@OnlineJuriedShows.com and Manager@OnlineJuriedShows.com to your safe senders list to ensure notifications are received.

The deadline for applications is May 1, 2017. Please follow the submission steps below to complete your application.

1. Review the Participation Guidelines, and the Participation and Liability Agreement.
2. Fill out the Sierra Art Trails application on OnlineJuriedShows.com.
3. Provide five digital images of work created in the last 24 months for jury consideration. Artwork that has already been sold should not be included. Indicate on your application which image you prefer to be used in the Art Trails Catalog by adding the word CATALOG to the image title.
4. Provide a current, single page artist's statement: Your statement should include a brief history of your experience as an artist, a description of your technique(s), and the philosophy behind your work. Two or three paragraphs are sufficient for the jury process. You may include other materials that you feel are important, such as a list of exhibitions, or articles related to your work. These materials are not required, but may be helpful for advertising or promotion.

To enter your artist statement, after entering your images, log in again at OnlineJuriedShows.com using your email address and password. Right above where you just logged in, click "Your Artist Profile." Then, click "Personal Info" and scroll down and follow the instructions in the Artist Statement section.

The Sierra Art Trails application includes the following custom questions which you will have to answer upon checkout on OnlineJuriedShows.com, after uploading your images. Please answer all five.

1. Artist Media - List UP TO THREE media, separated by commas, from the following categories. Digital Art, Drawing, Fiber Art, Fine Craft, Furniture, Glass, Jewelry, Paper, Mixed Media, Oil, Acrylic, Watercolor, Other painting, Pastel, Photography, Printmaking, Sculpture, Ceramics, Woodworking, Leather, Mosaic Art
2. Show Site Information - Enter your Show Site Description using the following format.

If you plan to exhibit at: 1. Your own home or studio – Enter "Home Studio." 2. Someone else's studio – Enter "_____ Home Studio" (example: Franka Gabler Home Studio) 3. A business or other public venue – Enter the name of the business or location. (example: Idle Hour Winery) followed by the Address (Street, City, Zip Code, contact phone number). 4. Enter "I Need Help" if you do not have a site available, and need help finding a site.

3. Exhibiting on Friday? - Are you planning to exhibit on Friday, September 29th (Enter "yes" or "no")

4. Artist Statement – Enter a brief artist's statement for inclusion in the Art Trails Catalog (50 words or less).
5. Website - Your website URL, Facebook, Address, or Blog Address (Please provide only one.)

Sierra Art Trails 2017 - Participation Guidelines

Submission Requirements - Sierra Art Trails is open to visual artists and artisans working in all media including but not limited to: painting, drawing, ceramics, sculpture, photography, printmaking, mixed media, papermaking, woodcarving, digital art, jewelry, textile arts, and art glass. Mass-produced crafts, gift items, etc. will not be accepted.

Location - Sierra Art Trails takes place in artists' studios, homes, art galleries, and businesses throughout Eastern Madera and Mariposa Counties in Central California. Participating communities include Bass Lake, Coarsegold, Mariposa, Oakhurst, North Fork, Yosemite Lakes Park, and communities along Highway 49 from Ahwahnee to Mariposa, CA. All locations (show sites) are subject to approval by the Art Trails planning committee. Guidelines are available at http://www.sierraarttrails.org/show_site_guidelines.htm

Who Can Apply? Sierra Art Trails is open to both local artists and artists from outside the area. Artists with homes and / or studios located in Eastern Madera and Mariposa Counties are encouraged to show in their home studios, and to share their show sites with others. If you are not sure if your venue qualifies, please call or email for confirmation. Up to five participating artists can show at home / studio venues. Commercial, retail or other public venues are limited to three.

Artists from Outside the Area - First consideration is given to artists living in the area, but the show is open to other artists, regardless of where they live. The planning committee will work with artists who do not have access to a suitable site to help them find a location to show their work. PLEASE NOTE – The number of artists from outside the area is limited to 25% of all exhibiting artists, so there is a chance that outside artists will not be accepted if this quota is filled.

Artists MUST be Present to Participate - Artists must be present at their show sites from 10am to 6pm, both Saturday Sept. 30th and Sunday Oct. 2nd. Artists who are unable to participate for the full hours of the show should not apply. Friday Sept. 29th is optional. Artists must indicate on their application form whether they will be showing on Friday. This information will be included in the catalog.

Demonstrations and Visitor Engagement - One of our goals as an organization is to educate the public about the creative process and the importance of art in our culture. In addition to displaying and selling their work, participating artists are expected to demonstrate aspects of their process. Information and scheduling for time-specific demos (like a kiln opening or bronze pour) will be included in the tour catalog or addendum.

The Jury Process - Submissions are juried by a panel of art professionals to insure a high level of quality in the work offered during the event. The jury is composed of artists, art educators and curators, and varies from year to year. Artists will be contacted by email after the jury convenes, regarding their participation in the event.

Display of works by non-participants - Participation by artists who are not officially entered in Sierra Art Trails is not allowed at any official show site during the event weekend without explicit consent from Sierra Art Trails. Violation of this rule will result in artists and/or venues being disqualified from future participation in Sierra Art Trails.

Galleries and Retail Locations - In the case of art galleries and other retail locations, artwork or merchandise that would typically be available to the public at the location can be displayed and sold, but the featured artist or artists participating in Sierra Art Trails must be given special consideration, with ample display space to exhibit their work, and must be the focus of activity for the event weekend.

Alcohol - Alcoholic beverages may not be served to the public at show sites during the official hours of the event, 10 am to 6 pm, Friday September 29 through Sunday October 2, 2017. Venues with a California liquor license are exempt from this regulation, subject to review by the planning committee.

Seller's Permits - Artists are responsible for collecting sales tax on work sold during the show, and must obtain or have access to a California seller's permit to legally sell artwork during the event. Artists interested in obtaining a temporary permit should contact the California State Board of Equalization at 1-800-400-7115 or on the Internet at <http://www.boe.ca.gov/info/reg.htm>

The Preview Exhibit – The Preview Exhibit features representative works by each artist in the show, and will be displayed at Gallery Row in Oakhurst from September 2nd through October 1st.

Participating artists **MUST** submit one original work for the Preview Exhibit. Giclees or other types of reproduction will not be accepted for the exhibit. All works submitted to the Preview Exhibit must be presented in a professional manner, and are subject to the approval of the gallery curator. The Gallery collects a 30% commission on works sold during the Preview Exhibit.

The Sierra Art Trails Catalog - The price of admission for the show is \$20 for two adults, and includes the Sierra Art Trails catalog. The catalog includes a directory of participating artists, information on attending the show, and maps that guide visitors to the locations of show sites. Visitors create their own agenda based on the artists they want to see, and tour the various show sites during the hours of the event. All participating artists and advertisers receive a complimentary catalog. All participating artists receive a half page listing in the catalog.

Cost: The total cost to enter Sierra Art Trails is \$150 USD. The \$25.00 jury fee must be submitted with your application. The Jury fee is non-refundable and must be paid by the entry deadline. Because Sierra Art Trails is a juried exhibit, acceptance is not guaranteed.

The \$125.00 Participation fee is due upon notification of acceptance, and must be received by June 1. Payment can be made via Paypal to admin@sierraarttrails.org or by mail to Sierra Art Trails, PO Box 3045, Oakhurst CA 93644

Early Withdrawal - If you need to withdraw after notification of acceptance, you must notify Sierra Art Trails by June 10th to receive a refund. Participation fee is non-refundable after June 10th.

SIERRA ART TRAILS 2017

PARTICIPATION AND LIABILITY AGREEMENT

Agreement to the terms and conditions included in this prospectus, and that acceptance into Sierra Art Trails holds the applicant responsible to abide by these guidelines. Failure to do so may result in disqualification from participation in Sierra Art Trails.

Agreement to give permission for images of submitted works to be used by Sierra Art Trails for publicity purposes, in printed or electronic form, for the purpose of promoting Sierra Art Trails exhibits, events, and other activities.

Agreement to indemnify and hold Sierra Art Trails Inc, its board of directors, employees, and volunteers harmless against any claim, demands, damages, fees, costs, and actions of any kind asserted by or on behalf of any third person(s) arising from participation in Sierra Art Trails.

Agreement to hold Sierra Art Trails Inc. or any other sponsoring agency, employee or volunteer harmless for loss or damage to artworks displayed at the Preview Exhibit, at other venues, or during transport. Artists wishing to insure their work should contact their insurance agents.

SIERRA ART TRAILS 2017 TIMELINE - Please keep this timeline for your records!

CALL FOR PARTICIPATION BEGINS - February 14

APPLICATION SUBMISSION DEADLINE - May 1

NOTIFICATION OF ACCEPTANCE - May 12

\$125.00 PARTICIPATION FEE DUE - June 1

WITHDRAWAL REFUND DEADLINE - June 10

PREVIEW EXHIBIT

Deliver Artwork – Wednesday, August 30 & Thursday August 31, 11 am to 5 pm.

Show Opens to the Public - Saturday, September 2.

Preview Exhibit Reception – Saturday, September 9, 4 pm to 9 pm.

Show Closes – 6 PM on Sunday, October 1.

Retrieve Artwork - Monday & Tuesday, October 2 & 3, 11 am to 5 pm.

SIERRA ART TRAILS - Friday, September 29 through Sunday, October 1 - 10 am to 6 pm.

Sierra Art Trails is a 501(c)(4) Non-Profit Organization

“Our mission is to promote working artists and artisans, support the visual arts and art education, and to benefit our communities by building a reputation for our region as an arts destination.”

Sierra Art Trails, PO Box 3045, Oakhurst, CA 93644

Stellar Gallery 40982 Hwy 41, Suite 1, Oakhurst, CA 93644

QUESTIONS? call or email: 559-658-8844 email: admin@sierraarttrails.org