

**NORFOLK STUDIO TOUR**  
**September 22<sup>nd</sup> & 23<sup>rd</sup>, 2012**  
**10am to 5pm**

The Norfolk Studio Tour (NST) in its twelfth year is an opportunity for artists and artisans, who are residents of Norfolk County, to open their studios and invite the public to meet the makers, view artwork, watch demonstrations and share in the inspiration. The tour is a joint co-operative effort with all participants contributing equally in time and effort. Participating artists represent a wide variety of media: glass, wood, textiles, ceramics, jewelry, painting, photography and sculpture.

Our aim is to promote the arts and artists in Norfolk County and help build an arts destination. The tour is self directed and free of charge for visitors.

**1.Application Procedures.**

*Please read these guidelines prior to completing the application.*

*It is recommended that you print this document in its entirety and save all guidelines for future reference. **Returning artists please note application procedure has been changed.***

All applications are juried.

No late or incomplete applications will be accepted.

Applications will not be accepted on line.

Artists will be notified by email of acceptance by May 1, 2012

Fee for 2012 is \$175.00 . Cheque payable to Joanne Munzar must accompany application (NSF cheques subject to a \$50.00 fee). Cheques will be returned if you are not accepted.

Mail via Canada Post completed applications & required support material to:

*Norfolk Studio Tour  
C/o Joanne Munzar  
33 Willowdale Cr.  
Port Dover ON  
N0A 1N5*

**Application Deadline: April 20, 2012**

**Notice of Acceptance: May 1 by email**

**New this year:**

- 5 photographs of current work must accompany your application. If you send more, only the first five will be juried.
- Photos to be in jpeg format at 300dpi on a CD. Please check your CD before sending it to insure that it will open properly.
- Your photographs are extremely important. They must be good quality images with enough resolution for reproduction purposes as they could be selected for use in advertising the Tour

All **new** studios must be visited, assessed and approved by Studio Tour executive members and artists must be willing to be a guest artist. The tour strives for a balanced representation of media and the number of participants is limited as is the number of studios. The jury is composed of current artist members of the tour. Please note that no critique is given of work submitted for jurying & jurying decisions are final. We cannot guarantee that all applications will be accepted.

## **Jury Selection is based on the following criteria:**

Quality of the artists' work – original current work only.  
Original expression in aesthetics and design  
Technical competence  
Location and uniqueness of studio

All NST participants must have a substantial body of original work of professional caliber for sale. **Returning artists will be evaluated annually on their new bodies of work and studio location.** No kits, no mass produced promotional items and no copies. Limited edition prints of original paintings signed and dated may not exceed 10% of your originals. You may not display bodies of work other than those specifically juried into the tour.

## **2. Tour participants must:**

- be full-time residents of Norfolk County and artists/artisans in serious pursuit of professionalism
- returning artists must continue to grow and produce new work
- be prepared to demonstrate or discuss your work during the tour
- have a substantial body of original work, created by the artist
- display and sell only your original work on the Tour weekend - no other artists' work or mass-produced items can be available to the public on the Tour weekend
- be located in buildings able to accommodate substantial traffic during the Tour
- distribute promotional material provided by the Tour to your clients throughout the year & brochures to assigned locations within the county & area
- provide your email address - all Tour correspondence is electronic
- attend the Brochure Launch when announced by the Tour executive
- provide a door prize - draw ballots allow us to update our mailing list
- collect draw ballots, sort A-Z and return to mail list co-ordinator
- have adequate liability insurance – participants may be required to provide proof of insurance as well as a valid HST permit if applicable

**Non-compliance with any of these conditions may result in exclusion from future Tours.**

## **3. Tour Participants will receive:**

- Tour brochures for distribution throughout the year
- advertising on the Tour website [www.norfolkstudiotour.com](http://www.norfolkstudiotour.com) with links to participants' websites, including the information from the brochure

- signs for the Tour to display on your property and surrounding area
- e-mail ads promoting the Tour to forward to your clients
- services of a professional marketer hired to advertise the Tour in local and regional media

**SCROLL DOWN FOR APPLICATION FORM AND INSURANCE  
WAIVER**

**2012 NORFOLK STUDIO TOUR  
APPLICATION/CONTRACT RENEWAL**

**Artist's Application Form**

Please read the guidelines prior to applying.

Name: \_\_\_\_\_

Medium: \_\_\_\_\_

Business Name: \_\_\_\_\_

Studio Location: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

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

Telephone: \_\_\_\_\_ Cell: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

Wheelchair access: YES                      NO

**Required Application Support Material:**

*For **new** applicants only:*

1. Artist's biography including education, recent exhibition history (100 word limit).
2. Artist's statement i.e. artistic vision, choice of media (100 word limit).

*For **all** applicants/renewals:*

3. 5 (five) digital photographs on CD-ROM in JPG format at 300 dpi showing artist's current work.

PLEASE provide a list of these photos noting media, size, date, title, and price

4. A brief description of what the public will experience at your studio, to appear in the Tour brochure and on the Tour website. **Please, MAXIMUM 50 words**

I have read and agree to comply with the conditions (item 2) in the Norfolk Studio Tour 2012 Application Guidelines. Non-compliance with any of these conditions may result in exclusion from future Tours.

Please keep a copy of this application form for your records.

Applicant's Signature: \_\_\_\_\_

Date \_\_\_\_\_

In signing this application the artist grants permission to Norfolk Studio Tour to use any submitted photographs in promoting the event.

Please mail via Canada Post this completed Application Form and required Support Material by **April 20, 2012**

**NORFOLK STUDIO TOUR 2012**  
**Insurance Waiver**

Artist \_\_\_\_\_ Studio name \_\_\_\_\_

Studio Address \_\_\_\_\_

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Norfolk Studio Tour does not carry group insurance for the Tour. Responsibility for insurance coverage including public liability and property insurance, for activities associated with the Tour including but not limited to travel to and from Tour venues and Tour meetings, is the responsibility of each participant.

Therefore, each participant, including each guest artist, is required to sign the following waiver.

I (print name) \_\_\_\_\_, the undersigned, understand the following:

1. Insurance coverage, both public liability and property insurance, is my sole responsibility.
2. I may be required to provide proof of insurance.
3. I agree to hold the Norfolk Studio Tour 2012 and the Tour organizing committee harmless from any claims, including but not limited to those for personal injury sustained by myself or any Tour visitor, or damage to any property, that arise as a result of my participation in the Tour. This waiver is binding on my successors, legal representatives and assigns.

Signature \_\_\_\_\_

Date \_\_\_\_\_