

# 6th Annual Artist Open Studio Tour in Todos Santos Saturday, February 7<sup>th</sup> and Sunday, February 8th, 2015 (10am-4pm both days)

## Overview:

Saturday and Sunday, February 7th & 8th, 2015 will be an art filled weekend in our Pueblo Magico. The Palapa Society of Todos Santos, A.C. presents the 6th Annual "Artist Open Studio Tour."

Last year's Tour was a huge success with almost 300 art appreciators, many of them asking for another day to visit more artists and be able to spend more time in each studio. The Tour offers a rare glimpse behind the scenes of Todos Santos' artists, both well known and emerging. Art appreciators, with a map of studios in hand, will be able to visit over 30 working studios. At each studio the artist will be in residence, working to demonstrate his/her techniques and show some of his/her new work.

Participating in this event will expose your art to 300+ art appreciators, and hopefully buyers, who will be focused on seeking art and artists on this particular weekend. Funds raised from the Tour will benefit the children's art programs provided by The Palapa Society of Todos Santos, A.C.

Tickets for this 2 day event will be available for \$200. pesos online through <http://www.brownpapertickets.com/event/785415> or at El Tecolote Bookstore and other locations a week prior to the event.

Last year 298 art lovers bought tickets and 60 to 230 people visited each artist's Studio. Last year participating artists paid a nominal fee to fund the expenses to put on the Studio Tour. The fees collected were a little short in covering the entire expenses and will be raised slightly this year. Please read the entire Overview document for complete details on this change.

## What do we provide:

**Promoting the Participating Artist:** The Studio Tour has become a well established event for people living in and around Todos Santos. Promotion of the Tour and the participating artists will be done electronically making extensive use of the more popular social media communications.

Reaching out to a wider audience via Facebook, Twitter and our website will increase exposure for your work as well as the event itself. Each year new art appreciators have travelled to our town as a result of this electronic exposure and we intend to continue to focus our efforts in this area.

**Advertising/PR:** We will also advertise the Studio Tour in a variety of print media such as the BWO, Baja Pony Express, Journal del Pacifico, Gringo Gazette , Baja Citizen as well as Cabo Mil radio. As mentioned above, we will continue the usage of social media (our website, Facebook, Twitter etc.) to advertise the Tour. Baja.com has already publicized the Tour, including the link for purchasing tickets online.

Large colorful posters will also be in key locations advertising the Tour and smaller postcards will be handed out to hotels, restaurants and other relevant venues in Todos Santos, La Paz and Cabo area.

**Signage for the day of the event:** We will provide a colored poster board for each participating artist indicating the name of the artist and the name of the studio, if applicable. These poster boards will be available for pick up by the participating artists in the days leading up to the event. We will also be posting directional signs, where deemed appropriate.

**Map:** We will develop and print a map with the location of the studios.

**Entry Fee:** Your entry fee of \$250 pesos / \$21 dollars includes a large poster, a copy of the map, advertising for the event, signage for your studio as well as directional signs on the day of the Tour.

**Sale of tickets:** From Saturday January 31st until Saturday February 7th tickets will be sold at El Tecolote Bookstore for \$200. pesos each (tickets will be sold at other locations in Todos Santos as well). Each ticket holder will receive a purple wrist band (this will identify them as a paid participant) and a map with the studio locations marked.

Online tickets are already available through <http://www.brownpapertickets.com/event/785415>. People purchasing tickets online will have to pick up their map and wristband at Casa Tota on the Saturday or Sunday of the Tour.

## **Responsibilities of the Artist (Studio):**

To be able to participate in the Studio Tour this year you must have paid your \$250. peso entry fee and return a completed entry form via e-mail including 2 images of your work on or before November 16, 2014. If you are unable to produce images of your work, we ask that you find someone who can do that for you. The organizing committee is no longer able to photograph your art for you.

The entry fee can be paid:

1. Online at <http://www.brownpapertickets.com>,
2. In person at Galería Indigo (Juarez, downtown Todos Santos), or
3. By mailing a US check for \$ 21.00 Dlls. made out to The Palapa Society of Todos Santos, A.C. and posted to Hal Butler, 511 E. San Ysidro Blvd. C-1018, San Ysidro, CA, 92173.

**Your Particulars:** Your name, email address and phone #, name of your studio (if you have one), location (and how to get there) for the map and a brief description of you and your work. Along with your personal information, we ask that you provide us with 2 images of your work so that we can promote you via social media.

This information should be provided to Karin Lawler at [2015studiotour@gmail.com](mailto:2015studiotour@gmail.com). If you don't have access to a computer please call 044-612-132-2815 and make arrangements to deliver the information.

**Advertising:** If you want us to promote you and your artwork in our social media efforts, we ask that you provide us with information upon request. We may need additional images of your work, and particularly your studio, or you working in your studio. Make sure you include your website on your entry form. If you have a short video of yourself working that we can post in Facebook please send us the link.

We also ask that you help in advertising the event. Send personal e-mails to your contact list about the event and your participation in it. Post it on your Facebook page and share other postings advertising the event. This will help in ticket sales and should increase the number of visitors to your studio.

Included in your correspondence, we would appreciate it if you mentioned that funds raised from the tour will be donated to the Palapa Society of Todos Santos, A.C. for their children's art program.

**Signage:** Please pick up your signage as it is made available, and prior to the event. We ask that, on the day of the event, you post the poster board sign provided, in a location that is visible from the road. If you are in a somewhat hidden location it would be good for you to make additional directional signs.

**Day of the event:** At each studio the artist will be in residence and working to demonstrate his or her techniques on both Saturday and Sunday **from 10am to 4pm**. You should check for purple wrist bands and if they do not have one, direct them to Casa Tota where tickets can be purchased.

Serving of refreshments (if so desired) is up to each individual artist. Sales of your work, and the legality of doing so, is the responsibility of the individual artist. There is no commission taken on any sales. **The Palapa Society of Todos Santos, A.C. is not responsible for your compliance with Mexican law.** <http://palapasociety.org/>

#### **Questions:**

Please contact Karin Lawler at [2015studiotour@gmail.com](mailto:2015studiotour@gmail.com) 044-612-132-2815 or Diane Knight at [dianeknight@hotmail.com](mailto:dianeknight@hotmail.com) 612-145-0586, Steve Thurston at [gallerysteve@gmail.com](mailto:gallerysteve@gmail.com) 612-145-0001 or Ejay Reyes at [thepalapasociety@yahoo.com](mailto:thepalapasociety@yahoo.com) 044-612-133-9581.

And/or check our website: [www.artistsoftodosantos.com](http://www.artistsoftodosantos.com)

**This event is sponsored by The Palapa Society of Todos Santos, A.C.**

## **Summary**

### **Artist's Deadline November 16, 2014**

1. The 2015 Studio Tour is a 2 day event and your studio must be open both days.
2. Complete and return sign-up entry form
3. Pay entry fee of \$250. pesos or \$21. dollars
4. Send 2 images of your artwork (4" x 6" minimum of 1200 x 1800 pixels, 300 DPI jpg)
5. If possible send additional images of your studio and work for promotional purposes (these images can be 72 DPI as they will be used on the web)