



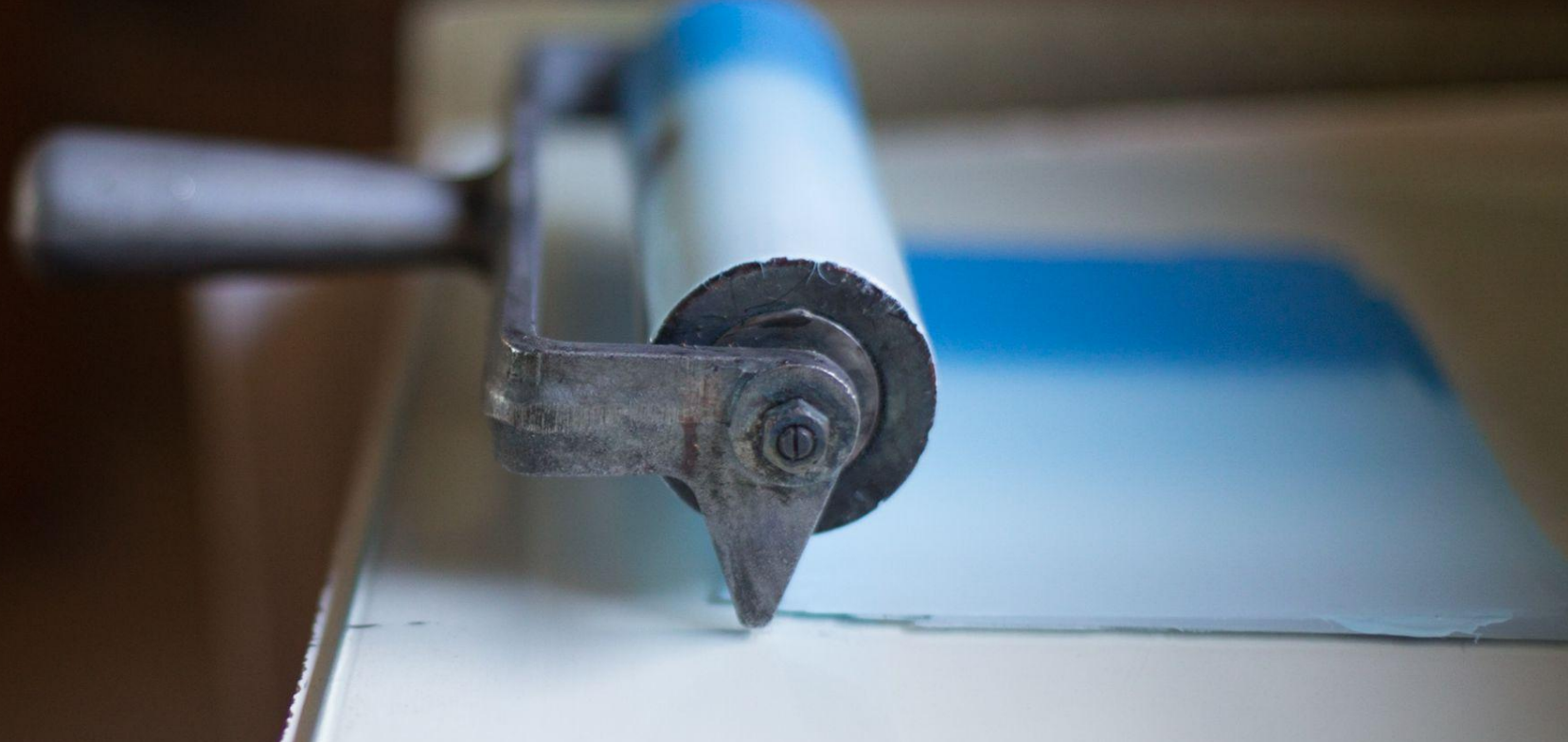
OPEN STUDIOS ART TOUR

How, Why, and When to Apply
for the 2025 Tour



ARTS
COUNCIL
SANTA
CRUZ
COUNTY

WHAT IS OPEN STUDIOS?



Open Studios is an event for Santa Cruz County visual artists. Artists open up their studios and share their art & creative process with the public. Artists must be permanent residents of Santa Cruz County.

The tour takes place the first three weekends of October.

This is the 40th year of the tour!



WHY SHOULD I BE PART OF OPEN STUDIOS?



As an Open Studios artist, you get to

- ***Share your art with the public***
- ***Sell your art to the public***
- ***Take your art business to the next level***



WHAT KIND OF SUPPORT DO WE GIVE TO ARTISTS?

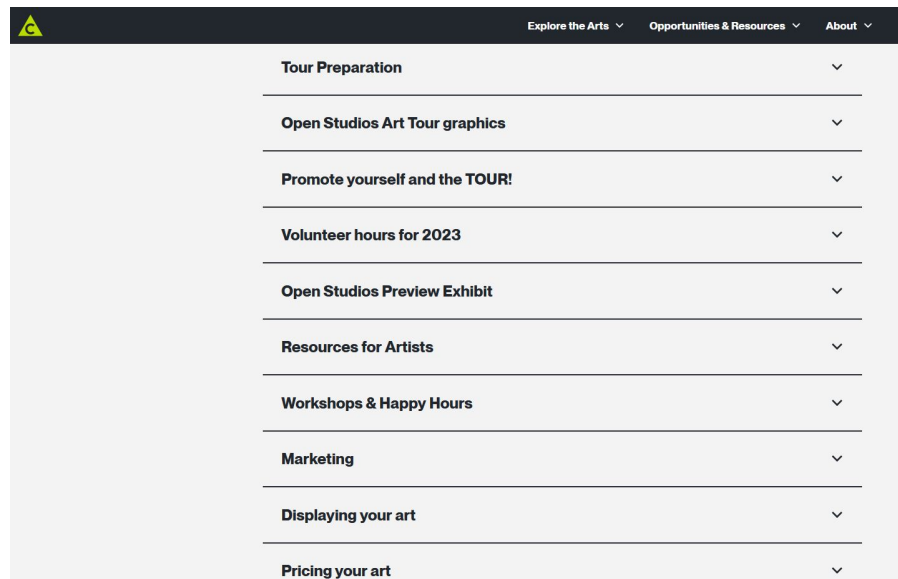


All first-time participants are offered one-on-one **mentoring** from a veteran Open Studios artist.

A **private resources website** filled with support documents covering all aspects of the tour (see right)

Professional Development support in the months leading up to the start of the Tour including workshops and emails covering a variety of topics – marketing your artwork, pricing your artwork, social media “how-to” and more.

Artist meetups to network with other artists.



**HOW MUCH ART DO I NEED
TO HAVE TO APPLY?**

**HOW MUCH ART DO I NEED
ON OPENING DAY?**










In order to apply, you will need high quality digital images of **seven individual pieces of art** created between 2022 and the present that represent a cohesive body of work that shows technical proficiency in **one selected medium**.

📍 Artwork and Statement

Statement:

Artist's Statement
My passion is the use of vibrant color and line work in all my art and you will see these dominant elements of design in most of my pieces. I enjoy capturing the energy and joy of a subject and not just the photo representation. Watercolor is my primary medium but I also love to experiment with other new mediums and textures and break away from the norm.

 <p>Goat-Land 36" x 36" \$1,500.00</p>	 <p>Blue Vase 636" x 36" \$1,500.00</p>	 <p>Color Blast 36" x 36" \$1,500.00</p>	 <p>Sheep #1 36" x 36" \$1,500.00</p>	 <p>Poppies 20" x 20" x 1" \$500.00</p>	 <p>Broken Flowers 40" x 40" x 2" \$2,500.00</p>
 <p>Pastel Poppies 36" x 36" x 2" \$1,500.00</p>					

How much artwork do I need to have completed by the start of the tour?

On opening day you need to have a minimum of **fifteen original pieces** in the selected medium under which you were juried on hand for the public to see.



WHAT ARE THE JURORS LOOKING FOR?



The jurors review and score each application by medium using a scale of 1-5, applying the following **criteria**:

- **Technical Proficiency:** The images show expertise in a given medium.
- **Cohesive Body of Work:** The body of work looks like it was created by the same artist, reflecting their personal creativity and voice.

Make sure you aren't showing a multitude of voices, techniques, and styles in your selections for your body of work. You will be able to show ALL of your artistic voices and art in different mediums during the tour.

For our application you must curate a selection of seven images that reflect *a cohesive voice in your one chosen medium.*

Consistency: *applies to all media categories*

- Make sure that all of your images have a consistent feel and look.
- A consistent theme, lighting, background, subject, etc., will make your submission appear professional.

Consistency examples:



Artwork photography

Your digital images are your *only* voice with the jurors. They don't know if you're new to the field or if you've been making art for decades.

You can take your own photographs or hire someone to take them for you. A list of local professionals is on page 4 of the Guidelines.

If you take your own photos for the application, please keep the following tips in mind:



Lighting:

- Lighting is an important factor when photographing your work.
- Be sure that your camera is set and white-balanced for your lighting conditions.
- Small shifts of light can dramatically bring out the details in your work.
- Play with different angles.
- Avoid hot spots if at all possible.

Lighting examples:

Poor



Good



Exposure:

- Bracket your photographs and take multiple exposures.
- Depending on your lighting, various exposures can give different effects to your work.
- Make sure that your blacks and whites still retain detail.

Exposure examples:

Poor



Good



Focus/Clarity:

- Your images should be clear and in focus. This is especially critical with artwork that has fine detail.
- The more textures and nuances the jurors can see, the more your craftsmanship will be appreciated and noticed.
- Macro photography can significantly enhance jewelry images.

Perspective: *especially applies to jewelry, craft, glass, 3D, fiber*

- Different angles can give off different moods and feelings for the artwork.
- Experiment with various angles.
- Take many photos so you have a variety to chose from.

Perspective examples:

Poor



Good



Size examples:

Poor



Good



Backgrounds:

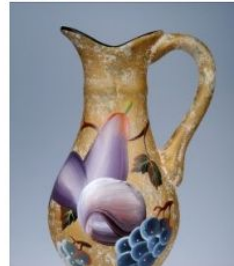
- Steer away from distracting backgrounds.
- If using a background, gradients and neutral colors work best.
- People, pets, banners, etc., can take away from your work.
- Each image is your chance to glorify your work. Remove any distracting elements.

Backgrounds examples:

Poor



Good



WHO ARE THIS YEAR'S JURORS?



Meet the 2025 Open Studios Art Tour Jury

- 1. **Cristiano Colantoni** - Director of Exhibitions, New Museum of Los Gatos *
- 2. **Alisa Polischuk** - Former curator of the San Francisco School of Needlework and Design and current Exhibitions Coordinator for Creativity Explored *
- 3. **George Rivera** - Former Executive Director and Chief Curator of the Triton Museum of Art and Current Art Faculty Instructor at both Mission College, Santa Clara; and Ohlone College, Fremont
- 4. **Mary Cloonan** - Sculpture Artist, Professor, Exhibitions Director at Baltimore Clayworks
- 5. **Audrey Heller** - Artist, Former Board Member and Event Consultant for ArtSpan.org
- 6. **Alyssarhaye Graciano** - Curator for MACLA (Movimiento de Arte y Cultura Latino Americana) *
- 7. **Jeff Bordona** - Education Director at the San Jose Museum of Art

* Returning juror

HOW DO I APPLY?

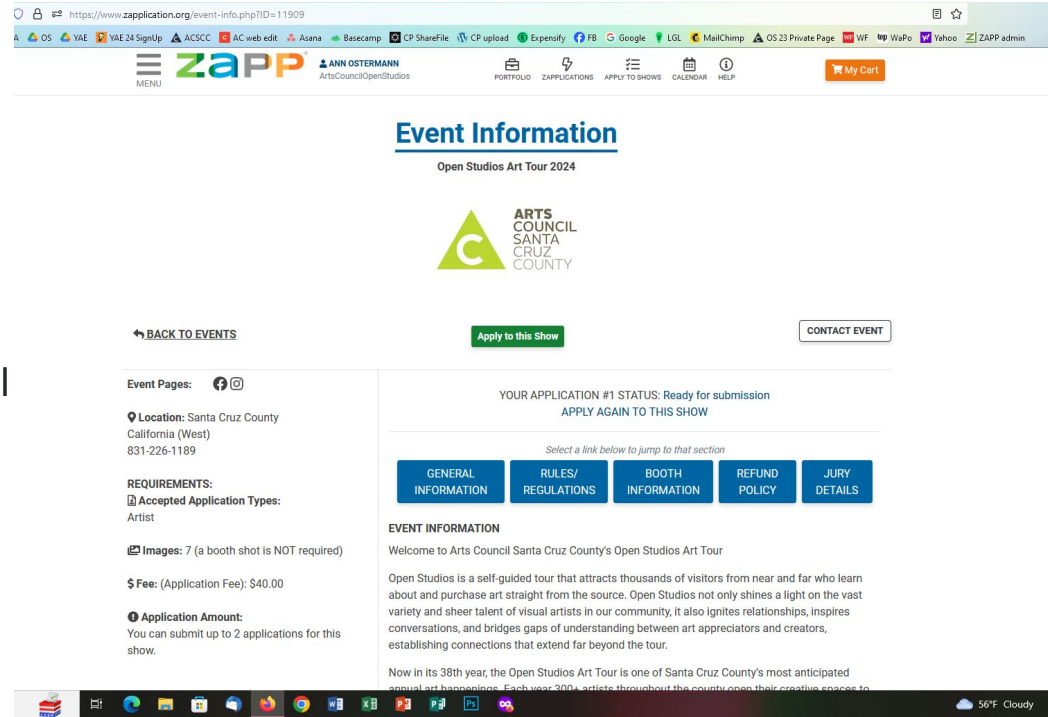


Our application has TWO steps

First step: fill out and submit our online application:

<https://www.zappication.org/>

- If you haven't used ZAPP before, you'll need to **Sign Up** (free)
- **Find** our application
 - Search for Open Studios Santa Cruz
- Click on **Apply to this Show**
- **Agree** to the legal terms
- **Start** your application!



Make it easy on yourself! Before you start your application, watch each of the help videos from Zapp.

Click on the “i” help button at the top right of the Zapp screen. Once there, scroll down to the Help Videos button.

Videos are less than 3 minutes each and will make applying online much less stressful.

ZAPP has a YouTube channel where you can find all of their help videos:

<https://www.youtube.com/@ZAPPLication>

HELP VIDEOS

Contact the ZAPP Team

ZAPP Artist Help Videos

Search

Search ZAPP Artist Help Centre

- ▼ Navigating ZAPP
- ▼ How to Upload Images
- ▼ How to Apply to Events
- ▼ How to Checkout Applications
- ▼ How to Purchase Booths
- ▼ Managing Statements of Technique

My Portfolio is your media library.

You will need to upload at least 7 images to your portfolio to use in the application. One will be used as your artist guide image.

For each image, you will need to supply the title, medium, dimensions, and price.

Each image will need to be formatted & titled.

We do not require a booth shot.

ANN OSTERMANN
ArtsCouncilOpenStudios

PORTFOLIO ZAPPLICATIONS APPLY TO SHOWS CALENDAR HELP

My Portfolio

My Portfolio is your media library. Upload and store media that you want to submit with your applications.

STORAGE LIMIT: 1000 MB

29 MB Used 971 MB Available

Artwork Images Booth Shots Files Saved Statements

Images can be attached to applications that collect images for jurying. Photos must be a minimum of 1400 pixels on the longest edge. For the best results Preparation Guidelines.

Upload Artwork Image Image Guidelines SORT BY: Title (A-Z)

Show List View

- Zipper Case & Wallet - Dragonflies
- Zipper Case & Wallet - Tomatoes
- Zipper Case Campers
- Zipper Case Foxes
- Zipper Case Chickadees
- Zipper Case Sunglasses

All images uploaded to your portfolio must be formatted to the following specifications:

- File name: Name your file, LAST name, FIRST name, AND NUMBER 1-6 (ex: Smith-John-1)
- File format: Save all images as JPEG or JPG files
- File size: Must be under 5.0 MB
- File Resolution: 72-300dpi
- Color space: RGB

Artist Guide image:

- File name: Name your file, LAST name, FIRST name, Guide (ex: Smith-John-Guide)
- File type: .tif or .jpg
- File format: CMYK is the preferred format; however, RGB is acceptable
- File resolution: **Must be 300 dpi**
- File size: 3.5" wide x 2.75" high (1050x850 px)

ZAPP features online file converters. They're easy to use and are FREE!



Contact the ZAPP Team

Search

Search ZAPP Artist Help Cent



Photo Editing Programs:

- Adobe Photoshop – Digital image editing application software
- Pixlr – Free online photo editor
 - View Pixlr Tutorial: Adding Black Borders to Size Images Up
 - Watch Pixlr Tutorial: Sizing Images Down
 - Watch Pixlr Tutorial: Adding Black Borders to Size Images Up
- Gimp – Open-source image retouching and editing tool

Online File Converters:

- Jury Images Formatter – Free image formatting for digital jurying.
- Zamzar – Converts images from various formats into other file types. Free for files up to 100MB.
- Online-Converter – Convert media files online from one format into another.

Digital Imaging Resources

Below is a list of professional photographers and digital media specialists who provide formatting and digital services. Although our resource list is screened, we do not guarantee the workmanship or the quality of work produced from an artist's relationship with any of the resources listed below.

Start your application. Fill out at least one field so that you can save your application.

Fill in your Description of Materials and techniques. The description is limited to 750 CHARACTERS: letters, spaces, and punctuation. This is NOT an Artist Statement. Do not include your name in the description.

Draft it beforehand in Word/pages so you can easily check your character count; then copy & paste your text into the application.

The screenshot shows a web browser window with the URL https://www.zappication.org/application-edit.php?application_id=2718659. The page header includes the ZAPP logo and navigation links: MENU, PORTFOLIO, ZAPPLICATIONS, APPLY TO SHOWS, CALENDAR, HELP, and My Cart. The main heading is "Application". Below it, instructions state: "Answer all questions marked (Required). Click **Save Progress** before leaving the page and to save your work often. Click **Continue** to move to the next page of the application."

The form contains the following sections:

- Open Studios Art Tour 2024** (with a "Contact Event" button)
- Website: <https://santacruzopenstudios.com>
- Phone: 831-226-1189
- Fee (Application Fee): \$40.00
- Select Your Show Specific Medium Category (Required)**: A dropdown menu with "Fiber Arts/Textiles" selected.
- Description of Material and Technique (Required)**: A text area with the instruction "Please provide a very brief statement (750 characters or less) that describes the materials and techniques used to create your artwork. This statement may be read to the jurors." Below the text area is a "Choose Method" dropdown and a note: "Type or paste directly into the box." The text area contains: "I create functional fiber art using a variety of fabrics and techniques." Below the text area is a character count: "(Used 72 of 750 characters max)".
- A note at the bottom: "List your STUDIO STREET ADDRESS here (only the street info - do not include city and zip). This address will be used to place you on the map and will be listed in the main section of the Artist Guide."

You can click **Save progress** at any time to review your answers. Any incomplete fields will show up in red.

Completed applications must be submitted and checked out no later than midnight, April 30th. There are NO exceptions.

- Mosaic
- Painting: Acrylic
- Painting: Ink, Charcoal, Pencil, Graphite
- Painting: Oil
- Painting: On Silk
- Painting: Pastel
- Painting: Watercolor
- Photography
- Printmaking
- Sculpture: Clay
- Sculpture: Metal
- Sculpture: Paper
- Sculpture: Stone
- Sculpture: Wood
- Wearable Art
- Woodworking

? Please provide an Artist Guide Description: This text is printed in the Artist Guide with your image. Do NOT give a description of the image itself. This description should give the public an idea about your body of work, and if possible mention what medium you work in. We no longer list the medium along with the image and sometimes it's hard to tell a painting apart from a photograph etc. This description is limited to a MAXIMUM of 70 CHARACTERS. Characters include, letters spaces, and punctuation.

Click on the question mark to see examples.

? Will you be participating in both days of All County Weekend?

- Yes
- No

Once you've filled out all of the required fields click Continue.

Now it's time to assign seven images for this application. Follow the instructions and select the images you want to use.

The screenshot shows a web browser window with the URL https://www.zapponline.org/application-samples.php?application_id=2718659. The page features a navigation bar with the ZAPP logo, 'ANN OSTERMANN Arts Council/Open Studios', and various utility links like 'PORTFOLIO', 'ZAPPLICATIONS', 'APPLY TO SHOWS', 'CALENDAR', and 'HELP'. A 'My Cart' button is also present.

Image Selection

Upload new images or choose from your portfolio. Click Save and Preview to review your application before completing checkout.

Open Studios Art Tour 2024 Contact Event

Website: <https://santacruzopenstudios.com>
Phone: 831-226-1189
Fee (Application Fee): \$40.00

Image Selection Image Requirements Image Submission History

Upload new images or choose images from your portfolio:

- Select an image from your portfolio by clicking on the thumbnail or checkbox next to the image.
- Upload a new image by selecting the **Upload Image** button in the **Portfolio** section.
- Your images will appear to jurors in the order you select them. Click the **Reorder Images** button to drag and drop the images into a different order.

Click **Save & Preview** to review your application before completing checkout.

Select Artwork Images: 0 / 7

Image 1 Image 2 Image 3 Image 4 Image 5

Image 6 Image 7

The image selection interface displays seven numbered image slots (Image 1 through Image 7) arranged in two rows. The first row contains five slots, and the second row contains two slots. Each slot is currently empty, showing a light blue background with a white circle containing the image number. The top of the selection area shows a progress indicator '0 / 7'.

At the bottom of the application, you select images from your Portfolio. As you add images, the system will tell you how many are still needed.

Once you've selected your seven, click Save & Preview.

www.zapplication.org/application-samples.php?application_id=2718659

YAE 24 SignUp ACSCC AC web edit Asana Basecamp CP ShareFile CP upload Expensify FB Google LGL MailChimp OS 23 Private Page WF WaPo

MENU **ZAPP** ANN OSTERMANN ArtsCouncilOpenStudios PORTFOLIO ZAPPLICATIONS APPLY TO SHOWS CALENDAR HELP My Cart

Image Selection [Image Requirements](#) [Image Submission History](#)

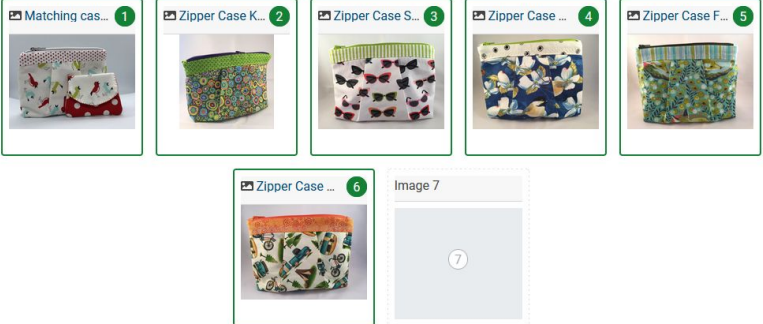
Upload new images or choose images from your portfolio:

- Select an image from your portfolio by clicking on the thumbnail or checkbox next to the image.
- Upload a new image by selecting the **Upload Image** button in the **Portfolio** section.
- Your images will appear to jurors in the order you select them. Click the **Reorder Images** button to drag and drop the images into a different order.

Click **Save & Preview** to review your application before completing checkout.

ERROR: The image requirement is not met. Please select/upload 1 artwork image .

Select Artwork Images: 6 / 7



Take a moment on the Application Preview page to “Preview as Juror” - you’ll be able to see what your application will look like to the jurors. Make sure you’re happy with the flow of the images - start and finish strong.

If you don’t like the order of the images, select Edit Application, go back to the Image Selection page, click on Change Image order and drag and drop into the desired order.

The screenshot shows a web browser window with the URL https://www.zappication.org/application-preview.php?application_id=2718659. The browser's address bar and tabs are visible at the top. The page header includes the ZAPP logo, the user's name "ANN OSTERMANN ArtsCouncilOpenStudios", and navigation links for PORTFOLIO, ZAPPICATIONS, APPLY TO SHOWS, CALENDAR, and HELP. A "My Cart" button is also present.

Application Preview

Application Status: **Ready for submission (Not Yet Submitted)**

[Preview as Juror](#) [Edit Application](#) [Checkout](#) [Apply to More Shows](#)

Tags	Open Studios Art Tour 2024
Comments	<p>Fee (Application Fee): \$40.00 Application ID#: 2718659 Applicant: Ann Ostermann Business or Studio Name: 1070 River Street Santa Cruz, CA 95060 USA Primary Phone: 831 475-9600 Alternate Phone: Email: ann@artscouncilsc.org Website: www.artscouncilsc.org Selling Website: Collaborator:</p>
Your Show Specific Medium Category	Fiber Arts/Textiles
Description of Material and Technique	I create functional fiber art using a variety of fabrics and techniques.
List your STUDIO STREET ADDRESS here (only the street info - do not include city and zip). This address will be used to place you on the map and will be listed in the main section of the Artist Guide.	
If you need to be hosted but do not yet have a host location, enter "Need Host Studio"	

The Preview as Juror slide show will start with image #1 and finish with image #7.

After the jurors have viewed all your images, the next slide will show the 7 images and your Description of Materials & Techniques.

Juror will also read the ‘Description of materials & techniques’

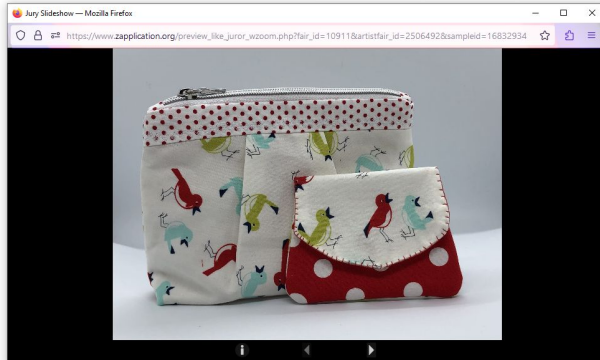
The price you assigned to your piece and any individual description of the piece from your portfolio does NOT show up in the details for the jurors.



Application Preview

Application Status: Ready for submission

Preview as Juror Edit Application Checkout Apply to More Shows



both machine and hand stitching.
address will be used to place you on the map and will be

If you need to be hosted but do not yet have a host location, enter "Need Host Studio"

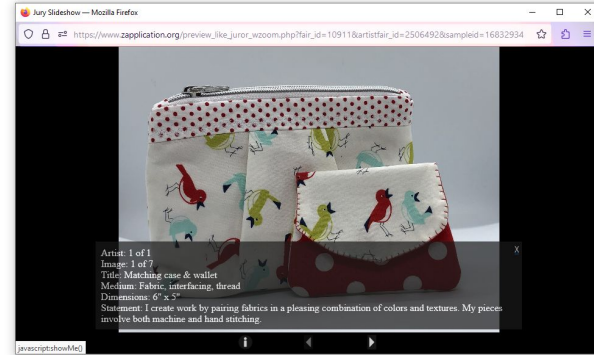
If you're a Watsonville-based artist without a studio that can open to the public and would like to be one of the five artists located at the Porter Building in...



Application Preview

Application Status: Ready for submission

Preview as Juror Edit Application Checkout Apply to More Shows



Artist: 1 of 1
Image: 1 of 7
Title: Matching case & wallet
Medium: Fabric, interfacing, thread
Dimensions: 9" x 5"
Statement: I create work by pairing fabrics in a pleasing combination of colors and textures. My pieces involve both machine and hand stitching.

both machine and hand stitching.
address will be used to place you on the map and will be

If you need to be hosted but do not yet have a host location, enter "Need Host Studio"

If you're a Watsonville-based artist without a studio that can open to the public and would like to be one of the five artists located at the Porter Building in...



Once you're satisfied with everything in your application, click on the green **Checkout** button.

Pay the \$40 application fee online

MENU **ZAPP** ArtsCouncilOpenStudios PORTFOLIO ZAPPLICATIONS APPLY TO SHOWS CALENDAR HELP My Cart

ZAPP® Shop

All products eligible for purchase are displayed. Not all events sell their booth products through ZAPP. [Learn More](#)

Checkout Collapse All Expand All

1 Products

Item	Purchase Deadline	Total	Action
Open Studios Art Tour 2024 App ID: 2718659			
Application Fee	05/01/2024	\$40.00 ✓ Added	

[Next Step](#)

2 Update Quantities

3 Add Coupons

4 Payment Information

5 Receipt

[My Cart](#)

Open Studios Art Tour 2024
App #2718659
Application Fee
Quantity: 1 **\$40.00**

Cart Subtotal: **\$40.00**

Empty Cart

Need help? Visit our [Help Center](#) or [Contact Us](#)

HOW MUCH DOES IT COST?



It costs \$40 to apply (non-refundable)

If you're invited to be part of the 2025 Tour:

- Returning artists pay a \$325 participation fee by 6/30
- First time artists pay a \$285 participation fee by 6/30

Staggered payment plans are available (June/July/August)

What do I get for my participation fee?

- Up to two full weekends to welcome the public to your studio and sell your artwork.
- Increased visibility and name recognition.
- \$20,000+ in print/online/radio ads throughout Santa Cruz County, Silicon Valley, and Monterey County.
- Listing in the Open Studios Artist Guide & app (22,000 free Guides & free app).
- Listing on the Open Studios webpage, including image and hyperlink to your website.
- Social media exposure through Arts Council Facebook & Instagram pages, e-blasts, and Arts Council newsletter.
- Preparation support for marketing and merchandising your work.
- A piece of your artwork in the Preview Exhibit at the Santa Cruz Art League where your art is seen by 4,000+ visitors (optional).

WHAT IF MY STUDIO WON'T WORK FOR THE TOUR?



HOST STUDIO OPTIONS

If your studio is in a remote or inaccessible location, has little or no access to parking, cannot be made open to the public, or you're not sure where you'll be working on your art in October, you can be hosted *by another Open Studios artist*. Arts Council works with you to find just the right spot for you.

Watsonville-based artists:

We have secured space for 8 artists to hold their Open Studios inside the Porter Building and Watsonville Center for the Arts, both on Main Street in Watsonville.

Space will be available Oct. 4 & 5 and Oct. 18 & 19.



WHAT IF I HAVE QUESTIONS?



Your best resource is our Guidelines & FAQs. Download a copy from our website: <https://santacruzopenstudios.com/>

I'm happy to answer any questions you might have.

- Email Bree Karpavage
bree@artscouncilsc.org
- Call or text me: 831-226-1090
- Set up a one-on-one meeting with me.



If you run into issues with the platform, contact the ZAPP Help Desk: M-F, 8:30am-5:00pm MDT.

contactzapp@westaf.org | 888.562.7232



Bree Karpavage
Open Studios & Tannery Arts
Center Program Manager

Call|text: 831-226-1090
bree@artscouncilsc.org

THANK

YOU!